OCTOBER 1953

The Office

Magazine of

MANAGEMENT • EQUIPMENT • METHODS

How to impress a portable prospect...
and make the sale!

TAKE a Smith-Corona in its sealed carton. Open it, remove elastic band and shipping wire . . . and show him how it's ready for typing in just *17 seconds!*

TELL your prospect that Smith-Corona is the world's *first* and *fastest* portable — built for years of durability — and speed that human hands can't match!

POINT out to him why Smith-Corona is the portable that gives *big* machine performance—full size keyboard plus the many other features!

DEMONSTRATE Page Gage that takes the guesswork out of page-end typing —and saves lots of retyping, time and temper. It's a powerful selling point!

MAKE it clear that typewriter dealers like yourself voted Smith-Corona portable the *best*—over all other makes—a 2 to 1 favorite over any other make!

EXPLAIN why... particularly that the Smith-Corona *requires less servicing*— seldom comes back for any repairs. That's good business for both of you!

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y *Canadian factory & offices: Toronto, Ontario. Makers also of famous Smith-Corona Office Typewriters, Adding Machines & Cash Registers, Vivid Duplicators, Ribbons & Carbons.*

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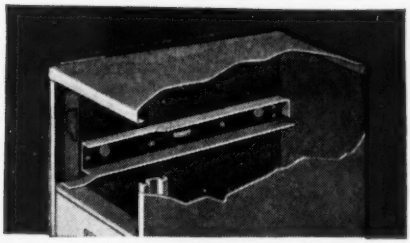
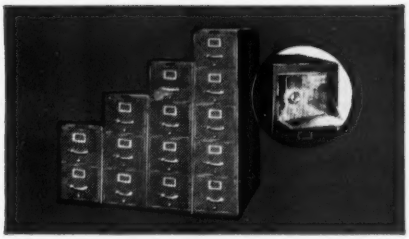
Invincible Metal Filing Cabinets are built better — to last longer

Only INVINCIBLE offers these vital construction features



Each drawer channel is spot welded directly to the cabinet side — making side and channel virtually one unit. Provides maximum cabinet reinforcement plus rigid drawer support . . . more load-bearing surface — eliminates weave and wobble.



The complete line of INVINCIBLE filing cabinets includes desk high, counter high, standard four drawer or five drawer units. Letter or legal size drawer types — with or without lock. Exclusive concealed safe unit also available.

Built better to last longer! That's why Invincible filing cabinets provide utmost economy, durability and satisfaction. The unique method of reinforcing sides with case channels assures maximum strength and rigidity. What's more, the heavy-duty, cradle-type side suspension combines with ball-bearing rollers to assure smooth, silent roller action at slightest touch. Compressors pull up firmly, lock securely, provide greater usable drawer space.

You'll get longer life — more lasting satisfaction with Invincible filing cabinets. Write for details.

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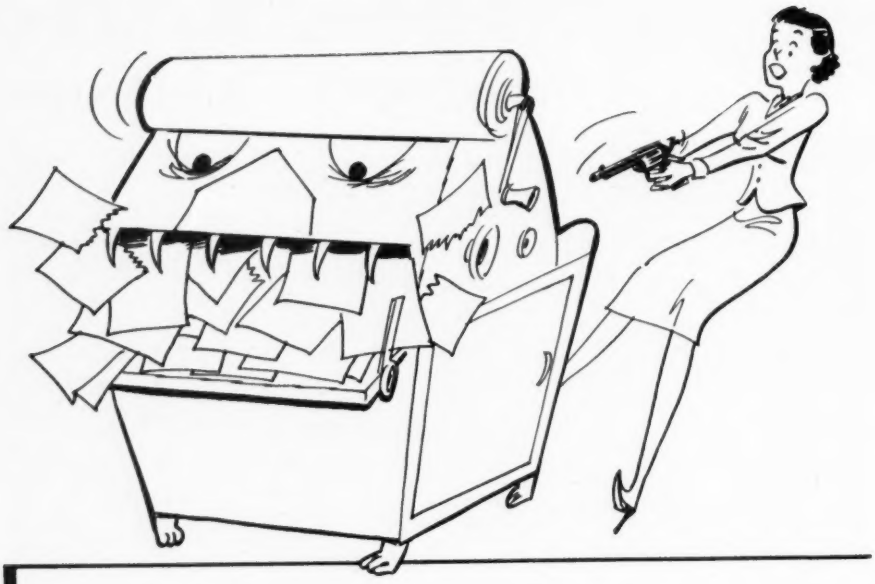
FOR BETTER BUSINESS LIVING

Invincible Metal Furniture Co. • Manitowoc, Wis.



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The Office
Magazine of MANAGEMENT • EQUIPMENT • METHODS

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ON THE COVER: Looking through a mailroom sorting rack at Dow Chemical Co.
(see page 81).

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CIRCULATION OF THIS ISSUE OVER 29,000 COPIES

THE FLOREZ CHECK-CHART OF AUDIO-VISUAL MEDIA

RATING KEY

Maximum: MAX
High: HI
Medium: MED
Low: LOW
Nil: NIL

MEDIA	SIZE OF GROUP	SKILL REQUIRED OF SPEAKER	PORTABILITY OF EQUIP'T.	DARKENED ROOM REQUIRED	AUDIO	VISUAL	MOTION	ANIMATION	CONTROL	ADAPTABILITY	RETENTION	REFERENCE	ORIGINAL PRODUCTION	QUANTITY DUPLICATION	ORIGINAL PRODUCTION	QUANTITY DUPLICATION	FLEXIBILITY OF MATERIAL	EQUIPMENT
WORKING MODELS	LOW	HI	LOW	NO	NIL	MED	MED	MED	LOW	MED	MED	NIL	MED	HI	MED	HI	LOW	NIL
BLACKBOARDS	LOW	HI	MED	NO	NIL	MED	NIL	NIL	LOW	HI	MED	NIL	NIL	NIL	LOW	NIL	LOW	LOW
LECTURE CHARTS	LOW	MED	MED	NO	NIL	MED	NIL	NIL	MED	MED	MED	NIL	MED	MED	MED	MED	MED	LOW
REFERENCE CHARTS	LOW	HI	HI	NO	NIL	HI	NIL	NIL	HI	MED	MED	HI	MED	MED	MED	MED	MED	NIL
FLANNEL BOARD	MED	HI	HI	NO	NIL	MED	NIL	LOW	MED	HI	MED	NIL	MED	MED	MED	MED	MED	LOW
OPAQUE PROJECTION	HI	HI	LOW	YES	NIL	HI	NIL	LOW	MED	HI	MED	NIL	LOW	MED	LOW	MED	MED	HI
GLASS SLIDES	MAX	MED	MED	YES	NIL	HI	NIL	NIL	MED	HI	MED	NIL	MED	MED	MED	MED	HI	MED
OVERHEAD PROJECTION	HI	HI	MED	NO	NIL	HI	NIL	LOW	MED	HI	MED	NIL	MED	MED	MED	MED	HI	MED
SILENT SLIDEFILMS	HI	MED	MAX	YES	NIL	HI	NIL	NIL	MED	MED	MED	NIL	MED	LOW	MED	LOW	HI	LOW
SILENT MOTION PICTURES	MAX	HI	HI	YES	NIL	MAX	MAX	MAX	HI	LOW	MED	NIL	HI	MED	HI	HI	LOW	MED
ELECTRICAL TRANSCRIPTIONS	MAX	NIL	HI	NO	MAX	NIL	NIL	NIL	HI	LOW	MED	NIL	LOW	LOW	LOW	LOW	LOW	LOW
SOUND SLIDEFILMS	HI	NIL	HI	YES	MAX	HI	NIL	NIL	HI	LOW	HI	NIL	MED	MED	MED	LOW	HI	MED
SOUND MOTION PICTURES	MAX	NIL	MED	YES	MAX	MAX	MAX	MAX	MAX	LOW	MAX	NIL	HI	MED	HI	HI	LOW	HI
PLAYLETS	HI	NIL	NIL	NO	MED	MED	MED	NIL	HI	MED	MED	NIL	MED	NIL	HI	HI	NIL	NIL
ILLUSTRATED LITERATURE	NIL	NIL	NIL	NO	NIL	HI	NIL	NIL	HI	NIL	HI	MAX	MED	MED	MED	MED	MED	NIL

This chart helps one select the most appropriate audio-visual aid from 15 proven media. Note that no one method rates high or low in all factors. Chart was compiled by Florez, Inc., Detroit, who are also publishers of a helpful booklet, "The Florez Meeting Leader's Handbook."

Seeing Is Believing

RICHARD NEUMAIER

Systems Consultant, Philadelphia

NOW you see it—now you don't! The conjurer holds our attention. That is magic, but in reality we trust our eyes and are surprised that logic and vision do not coincide. We should also take the same interest to see what is being talked about in our business conferences and our training courses. But in business, we want to emphasize our verbal description instead of leaving our audience in doubt.

Visual aids is the general description of display material used to show and help explain what a lecturer is talking about. If the visual aids are motion pictures or slides with sound, we describe them as audio-visuals. Audio-visuals are excellent for general topics. They provide the speaker and the picture and are very often a better presentation than the average business can afford. They may be prepared and acted by professionals who can explain a general thesis exceedingly well. Some specific details cannot be prepared as sound pictures, making it too expensive to cover other than general topics. Audio-visuals have another handicap and that is caused by the passive audience they create. Moving picture theatres and television sets create a relaxed

Nylon flocked cards adhere to the nap of fabric on the Florez Video-graph board because of electrostatic interlacing of opposing fibers. Above application at Detroit Edison Co. shows construction of a hot water heater.

attitude in our minds. It is in the spirit of "Go ahead—amuse me." The room is darkened, we relax and want to be shown. If we want active participation, we need light and a live communication between the speaker and the audience. Furthermore, mechanical presentations are timed for continued performance and do not lend themselves to interruptions and dissertations on any given point. Yes, one can stop a projection machine, but usually it is confusing to the audience. It can be done satisfactorily only by a lecturer who knows the film and at what scene he wants to inject himself.

There are a great variety of visual aids available for the lecturer who wants to talk about specific business subjects. The simplest is the blackboard or its variation, the dark green glass panel and the oversize sketch pad. There is also a visible writing method which reflects the lecturer's handwriting from a transparent writing surface via an overhead projector to a screen. All these writing and sketching methods have one thing in common. They generally cannot be prepared in advance but develop the visual background to the lecture as the lecturer proceeds on his subject. There is a definite advantage in that visual explanations are exactly where the lecturer wants them and can encompass immediate answers to prevailing questions. No prepared material

One of the several types of flannel boards made by L. A. Whitney Displays, New York.

A free 20-page illustrated booklet, "How to Make Your Own Slide Film Presentations for Less Than $20," is available from Minnesota Mining & Mfg. Co., St. Paul 6.

Overhead projector made by Keystone View Co., Meadville, Pa., is shown being used as a tachistoscope to improve employee reading ability.

can do that. The disadvantage is in the limitation of the lecturer's time to do any artistic sketches and the delay caused by the pictorial or written presentation. When thinking of a blackboard presentation we must get a new slant of what the blackboard can do. Forget the drab, gray-looking contraption that we had in schooldays. Writing boards can be pleasing to the eye like the colored glass panels and they can be washed really clean for good contrast. We are not confined to white chalk. Chalk comes in almost any color and shade. Explanation and changes from original sketches can be more easily understood by the audience when more than one color is used. Do not underestimate presentation power of the blackboard. In spite of the disparaging remarks made here about the appearance of the school blackboard, it is the most important visual aid we have for public education.

The Master Vu-Graph projector, made by Charles Beseler Co., Newark, N. J., operates from in front of the audience in a lighted room.

The flannel board is one usually covered with a black or dark cloth which holds cut-outs and signs backed with sandpaper or cloth. Friction between the cloth on the board and the backing material makes the display hold magnetically. Both the flannel board and the magnetic board serve the same purpose. The magnetic board is best for small area presentations and the flannel board lends itself better to large cut-out displays.

The advantage of these boards is that the lecturer can build up his story, word

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for word and picture for picture, without the delay of writing, and he can use professional artwork in the displayed pictures and lettering. The effect can be very dramatic and colorful. It represents the nearest thing to magic that can be used for audience attention and is excellent for participation, as the answer can be held back until the audience is ready for the visual answer. In other words, one can build up to a climax and the lecturer has complete control of timing, depending on the audience reactions.

Flip-flops and posters can be produced at little cost. The entire program can be built up and the illustrations displayed at the will of the lecturer. Photostatic enlargements or color photocopies can be used to reproduce most material or enlarge it from small pictures available in books and catalogs. Again a good audience reaction can be accomplished, but flexibility is sometimes sacrificed. The lecturer must follow his flip-flop posters. He may skip some, but he cannot rearrange his display to follow a specific question or train of thought. Flash cards, charts, posters, all come into this category.

Sometimes it is just as easy, or even better, to make a demonstration on the actual material which is the subject of the lecture. When this happens to be

One of the cartoons in the humorous booklet, "How to Communicate with People," published by Gray Mfg. Co., makers of Audograph dictating equipment.

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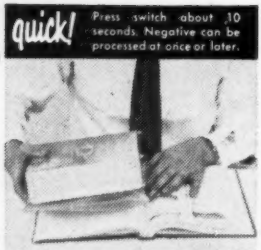

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copy of a book or illustrations from catalogs, it is just as easy to use an opaque projector. The advantages of a postcard projector are in its ability to use original material without having to reduce or enlarge it and the screen shows an enlargement in original colors and printing. A certain sharpness and color detail is lost in the enlargement but more material can be made available without cost. A disadvantage of the opaque projector is the darkened room and the requirement that a person operate the projector. The lecturer can operate the projector but that places him behind his audience instead of in front.

A projector which can be operated in front of the audience is the Overhead Transparency Projector. All visuals must be prepared on film 6″ x 6″ or 8″ x 10″. However, the lecturer can write on cellophane, on top of the projector, while facing the audience. Whatever is written with a wax crayon will show up, enlarged, on the screen. The lecturer can point to any subject on his transparency and it will show up on the screen. All this while he is facing the audience, but in a darkened room. Daylight screens are not too effective.

Slides in color or black and white, usually 2″ x 2″ are an excellent means of illustrating a talk. They can be timed to allow for audience reaction and are especially suitable for training purposes. The image stays in front of the audience long enough to make a lasting impression and the speaker can point to various illustrations which emphasize his lecture. Strip film serves the same purpose as slides, with the advantage of easier feeding into the projector and lighter weight in transporting. A strip film, however, has its set sequence with no flexibility on this score. It is comparatively easy to prepare records or tape recordings to accompany the presentation of slides. Again we experience a negative audience without participation. The room is dark, the voice mechanical, and maybe nobody to ask for or answer questions. There is no

Busy! Busy! Busy! Busy! Busy!

For Want of a Line— The Order Was Lost!

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THE *INSIDE* VOICE OF BUSINESS

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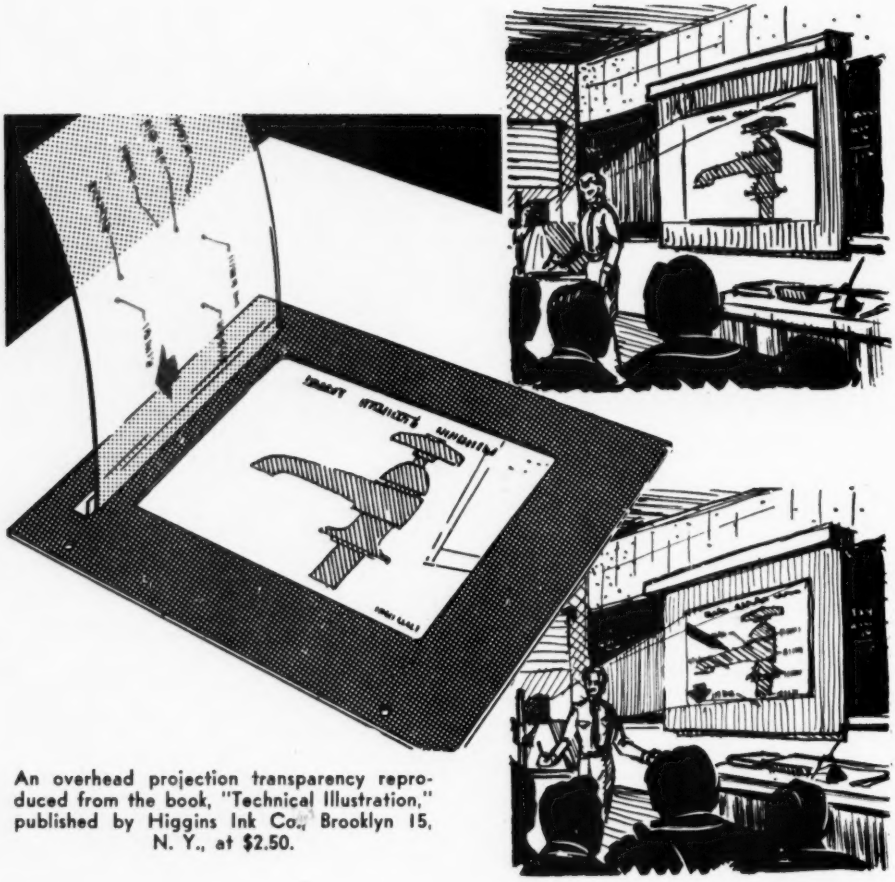

An overhead projection transparency reproduced from the book, "Technical Illustration," published by Higgins Ink Co., Brooklyn 15, N. Y., at $2.50.

substitute for the live theatre, even three-dimensional colored sound films do not exert a desire to ask questions.

Why is the phrase "ask questions" so important? Not everybody understands or interprets a presentation the same way, or in the way the lecturer intends it to be understood. We often get different reactions from persons in the same audience. People will always fit themselves into any situation the speaker may explain, but as long as people are different, interpretations will be different. Differences can only be ironed out by discussions, and discussions require questions. But a live audience and a live lecturer can accomplish a better meeting of minds when assisted by visual aids.

Whatever equipment you use, be sure it is all in working order and that it works in the location you will use it. Have all visual material in proper sequence for presentation. Ascertain that persons seated in all parts of the room can see what you will show and hear what you say. Anything not prepared in advance can cause interruptions which will lose for you the interest of your audience.

New "Scotch" Brand Deluxe Desk Dispenser and twelve 1296 in. x ½ in. rolls of "Scotch" Cellophane Tape

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An additional Deluxe Desk Dispenser is yours as a bonus when you take advantage of this special Deal "S". It's your chance to equip every desk with these time-saving, tape-saving dispensers *at a special bargain price!*

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EVERY TIME you hear a fire siren, you can be sure some person has done something very foolish. Fires do not start themselves, but are caused by careless or ignorant people. It seems especially foolhardy for a business to overlook the hazard of fire, yet there are some 70,000 business fires every year. Mercantile fires—those in the retail and wholesale trade, shops, and public garages—last year totalled 47,929. Those in manufacturing and processing firms totalled 22,600. There is no way of knowing just how many persons were laid off as a result of those fires. Nor is it definitely known how many firms failed because of them.

As a result of the growing complexities of modern business, one business fire can seriously affect the livelihood of hundreds or thousands of persons. There are many ways by which this can happen; among them are these indirect but very real ones:

Train supervisors to enforce fire safety rules.

1. Loss of workers, who obtain employment elsewhere after fire results in business shut-down.

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3. Loss of cash reserve resulting from

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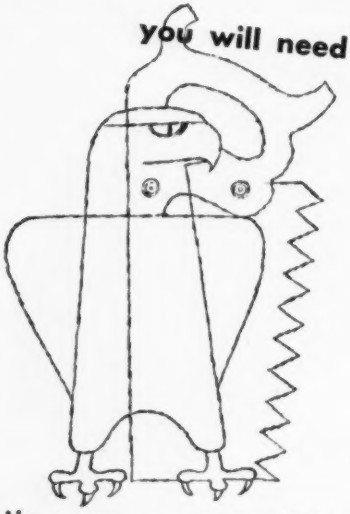

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Please send the free, informative booklet on Reynolds & Reynolds Accounting Machine Statements and Ledgers

Make of Machine _____ Model _____
Name _____
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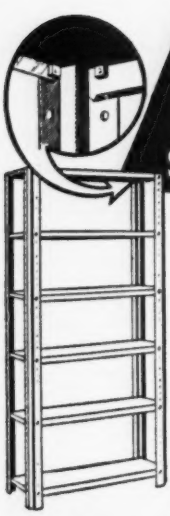
City _____ State _____



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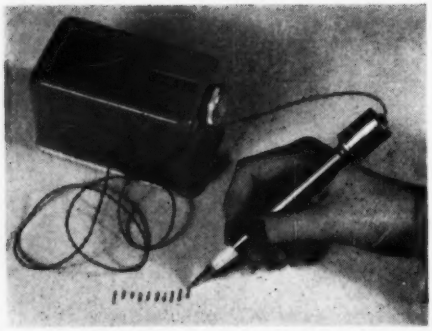
2013 Central Ave. Minneapolis 18, Minn.

Eliminate Brain Fatigue; Promote Checking Accuracy



The MARK-N-COUNT eliminates brain fatigue, promotes accuracy, and saves time on all counting and checking problems. Available for marking with pencil, rubber stamp, chalk or grease pencil, it counts each item with an audible click. Handy knob resets counter to zero at any time. The 110 v. AC model plugs into any convenient receptacle. The 6 v. DC model has built-in, easily replaceable batteries. Price (either model) $87.50 f.o.b. North Hollywood, Calif., complete with pencil for any color lead.

MAY ENGINEERING COMPANY

6055 Lankershim Blvd., North Hollywood, Calif.

Maintain fire-fighting equipment.

costly repairs for fire damage.

4. Loss of competitive position brought about by curtailment of activity in research and development—activity which now must be spent on subsequent rebuilding and production changeovers.

5. Loss to the community through decrease in trade as a result of reduced earnings to workers living there; sometimes even increased tax burdens on you and your neighbors because property damaged by fire is removed from the tax rolls to the extent that it is not covered by insurance.

The National Board of Fire Underwriters points out that a practical program in fire safety, adapted to the needs

Eliminate fire hazards.

of the particular business, will pay rich dividends. Such a program consists usually of five parts:

1. *Management Education.* Top executive to supervisor must be firmly sold on the need of fire safety. They must practice and enforce it.

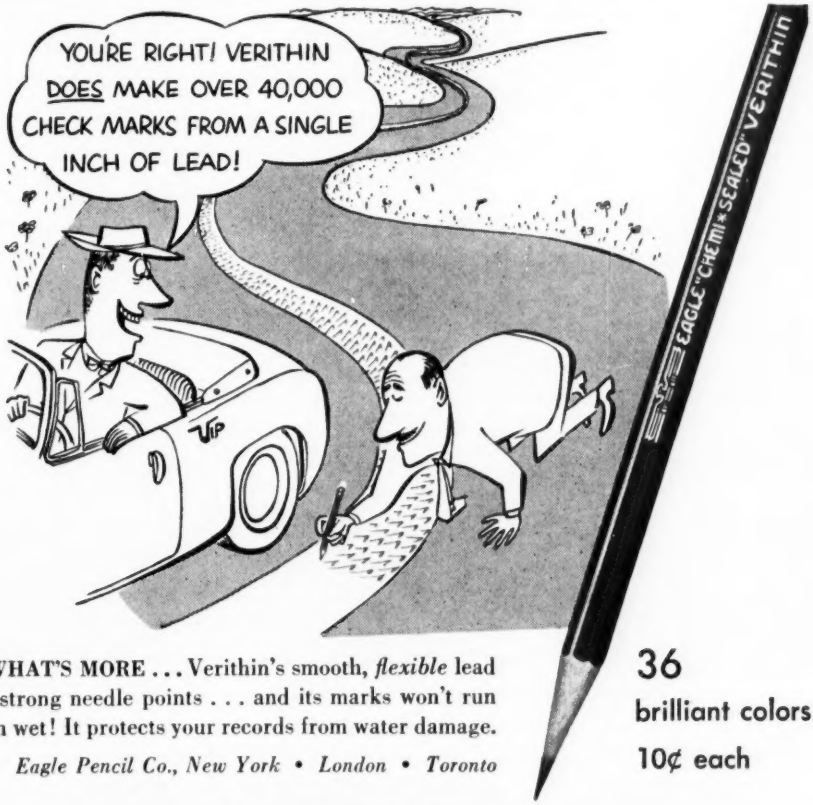
2. *Inspections.* The essentials of fire protection procedure must be reviewed periodically and kept from deteriorating.

3. *Fire Prevention.* This includes the elimination of fire hazards—good housekeeping.

4. *Fire Protection.* Pre-fire training of personnel for emergencies and other standard safeguards.

5. *Year-'Round Program.* Coordinated activities functioning day in and day out.

October 4-10 is called Fire Prevention Week and the subject is widely publicized this month. It is a good idea to remember, though, that fires can burn just as hot in all other eleven months of the year.



WHAT'S MORE . . . Verithin's smooth, *flexible* lead takes strong needle points . . . and its marks won't run when wet! It protects your records from water damage.

*® *Eagle Pencil Co., New York • London • Toronto*

36 brilliant colors

10¢ each

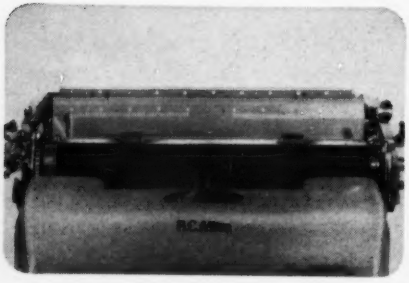
EAGLE VERITHIN

Colored Pencils

R.C.Allen *presents*

Here's the typewriter news of the year — the ALL-NEW R. C. Allen Visomatic with exclusive Visomatic Margin! Now you can own a DeLuxe typewriter embodying more advanced features than any typewriter on the market today — and yet *the price is that of ordinary standard* typewriters!

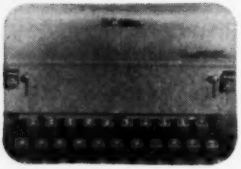
Try this All-New R. C. Allen Visomatic Typewriter *first.* The typist whose work demands the ultimate in distinctive appearance will discover typing at its very best.



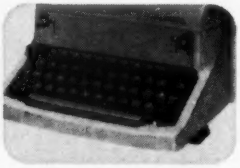
What "Visomatic Margin" Means to YOU.

Now, with the New Visomatic Typewriter, the one-hand margin mechanism is *completely automatic.* Simply touch margin set keys located near carriage release keys on either side of carriage and move carriage to desired location. Stop indicators show exact location on margin scale. Your typing flows smoothly, swiftly.

New, One-Hand Platen Removal — Touch one lever on the new Visomatic Typewriter — and out comes the platen. Ends ribbon smudge, permits fast, easy change of platen.



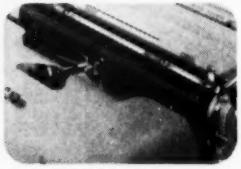
Full-View Tab Control Panel — Easy-to-reach tab set and tab clear keys are at your fingertips. You can clear all or any selected tabs at a touch.



Finger-Formed Key Tops—Broader, concave key tops with lifetime lettering insure more accurate, faster typing. Note larger tab and back space key design.

Dust-Free Streamlined Housing — The vital mechanism at the rear of the typewriter is shielded from dust and grime with this new streamlined housing.

New Line Space Mechanism—Line spacing as simple as 1-2-3. Change from single to double to triple space with instant adjustment.



Perfect Key Alignment — Every scientific means used to insure perfect alignment, uniform key pressure, even and uniform impressions.

the all-new Visomatic typewriter

with the sensational, exclusive "Visomatic Margin"

700 LINE

Finished in Smart New Colors!
The new Visomatic Typewriter is finished in the new eye-easy Mist Gray shade to blend perfectly with your office decoration. Also available in distinctive Cocoa Velvet or traditional Cool Green when specified.

The Typewriter Value of the Year!
Feature for feature, the R. C. Allen Visomatic typewriter gives you more for your money . . . more daily typing output . . . more typing accuracy . . . more speed . . . more typing ease. Let the Visomatic prove itself in *your* office.

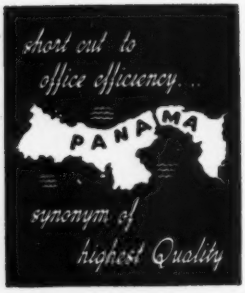
Write for full details in colorful FREE literature today!

R.C.Allen Business Machines, Inc.

679 Front Avenue, N. W., Grand Rapids, Mich.

CARBON PAPERS HECTOGRAPH UNI-MASTERS INKED RIBBONS

Tradition is not just born. Upon markets as upon nations, it has to grow. Whereas, today, American business regards PANAMA-BEAVER Ribbons and Carbons as traditionally fine—they did not get that way all of a sudden. Rather, their prestige evolved through decades of careful planning and production. Their steadfast quality and staying properties merited—and won—a fair repute which we shall guard, whatever comes. No, you cannot buy tradition . . . yet it is yours as a bonus, free with every PANAMA-BEAVER purchase.



PANAMA-BEAVER
Ribbons and *Carbons*

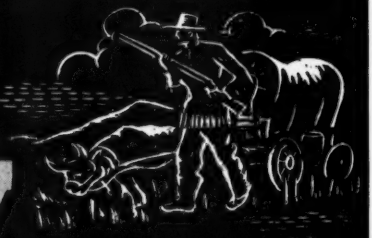
Coast to Coast Distribution

MANIFOLD SUPPLIES CO.

188 Third Avenue Brooklyn 17, N. Y.

You can't

BUY



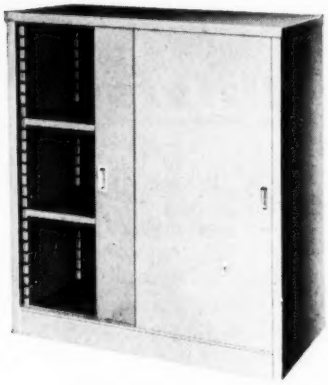
tradition

There's a Need for a

BORROUGHS PRODUCT

in your business

Make a note now to write Joe Davis, sales manager, for the name of your Borroughs dealer, who will tell you and show you the many features of Borroughs Products . . . how they will economically fit into your business.

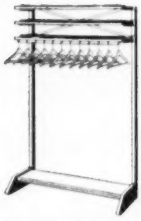


STORAGE CABINETS

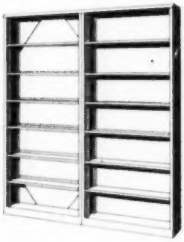
with sliding doors and sliding shelves

Here's a Borroughs unit that's the best space saver you've ever seen. Takes the place of the old-fashioned, swing-door, space-eater cabinet. Units are 38" wide, and are available in heights of 42" and 78", and depths of 12" and 18". Ball bearing sliding doors, removable in 3 seconds . . . sliding shelves, adjustable without bolting.

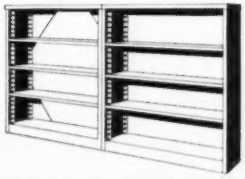
PRODUCTS



WRAP RACKS



LIBRARY SHELVING



BOOKCASES & STORAGE UNITS

BORROUGHS MANUFACTURING COMPANY

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3002 NORTH BURDICK amp **KALAMAZOO, MICHIGAN**

THE NEENAH SEAL

does make a difference

because there is a big difference in paper. To cite an extreme example—newspapers made of pulp disintegrate in a few years, while the Gutenberg Bible printed on fine rag content paper in the 15th Century is still perfectly legible.

Of course, paper should not be judged solely by its cost or how long it will last, but how well it fulfills its purpose. So when you need business papers for permanent records, prestige messages and other important uses, remember that the fine rag content papers available at your Neenah Dealer were designed for enduring quality.

And for other quality office supplies, let the Neenah Seal be your key to store-wide excellence.

NEENAH BOXED TYPEWRITER PAPERS

Neenah TYPEWRITER PAPERS

NEENAH PAPER COMPANY
Neenah, Wisconsin

Matching envelopes available in all grades of Neenah rag content bonds

Pick up a 'phone and dictate...

...but be sure there's a DICTAPHONE TIME-MASTER at the other end of the line!

Dictation by telephone has been perfected by Dictaphone. The adaptable Telecord System links any number of dictators to one or more central recording machines, using simple, low-cost desk telephones.

Check these Dictaphone Telecord highlights—

- ✓ **Exclusive, easy-to-use complete controls.**
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And remember, *only Dictaphone Telecord has the TIME-MASTER—the world's favorite dictating machine—on the other end of the line!*

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CORPORATION
Greatest name in dictation

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Please send me my free copy of "Dictation by Phone."

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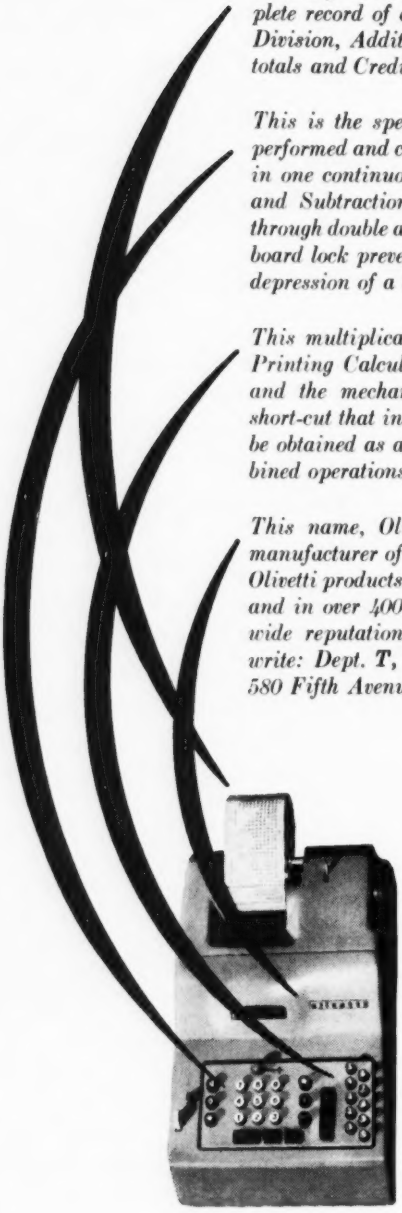
SEND IN THE COUPON NOW→

This tape, printed by the only *Fully Automatic Printing Calculator, the Olivetti, provides a complete record of all calculations in Multiplication, Division, Addition and Subtraction. Totals, Sub-totals and Credit Balances are printed in red.*

This is the speedy 10-key keyboard. Division is performed and completed, and the machine cleared, in one continuous automatic operation. Addition and Subtraction gain extra speed and accuracy through double and triple zero keys. Automatic keyboard lock prevents false entries due to incomplete depression of a key.

This multiplication keyboard, found in no other Printing Calculator, eliminates mental counting; and the mechanism employs a fully automatic short-cut that increases speed 35%. The result can be obtained as a Total, or as a Sub-total for combined operations.

This name, Olivetti, identifies Europe's largest manufacturer of office machines, founded in 1908. Olivetti products, sold and serviced in 106 countries and in over 400 cities in America, have a world-wide reputation for excellence. For information, write: Dept. T, Olivetti Corporation of America, 580 Fifth Avenue, New York 36, N. Y.



olivetti

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CORPORATION . . .

now gives you the answer to your office copying problems in this small inexpensive machine designed to use the EASTMAN KODAK CO.'S amazing new VERIFAX process...

Photostat Instant Copier

for use in any office . . . everywhere!

Here is a small, inexpensive machine which will make three or more black-on-white copies of practically any original up to 8½" x 14" in size in *one minute*, ready for immediate use!

It takes up less than two square feet of space on desk or table . . . it can be used under any normal office lighting at any time by anyone in the office.

The PHOTOSTAT INSTANT COPIER is designed to get the very best results from the new EASTMAN KODAK COMPANY'S VERIFAX process . . . a truly revolutionary method of making copies of anything typed, printed, written or drawn. It is entirely different from, and should not be confused with, any previously known process. No other office copying equipment can equal the versatility and flexibility obtainable with the combination of the new PHOTOSTAT INSTANT COPIER and the VERIFAX process. And it is fully guaranteed by Photostat Corporation!

*For over forty years, PHOTOSTAT CORPORATION has led the way in the manufacture and marketing of photographic copying apparatus for every type of business use . . . every Federal, State, County and Municipal government need.

The new PHOTOSTAT INSTANT COPIER will be sold and serviced by our field staff from coast to coast and in Canada in the same efficient manner and under the same conditions as now apply to our larger and long established models of photographic copying apparatus.

PHOTOSTAT
is the registered trade-mark of
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You will be amply repaid if you get full details before purchasing any office photo-copying equipment. Write to

PHOTOSTAT CORPORATION

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— or any service office in principal cities in the U.S.A. and in Toronto, Canada.

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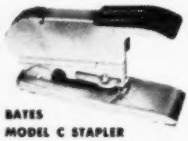
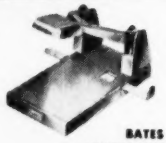
The world's standard for excellence.

BATES REFILL
5000 rustless Brass staples each loading.



BATES MODEL C STAPLER
Makes its own staples. One loading—5000 staples.

BATES MERCURY STAPLERS
Wide range of models for every requirement.

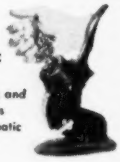


BATES PERFORATOR
Easiest action, large waste container. Compact, economical.

BATES MUNKEL SILENT STAMP PADS
Reversible, renewable filler for long life, clear impressions.

BATES quality is an assurance of long life and customer satisfaction

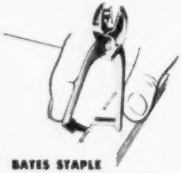
BATES SAMSON PUNCH
Powerful, easy to use—perforates up to ¼" of paper.



BATES AUTOMATIC EYELETER
Feeds, inserts and crimps eyelets in one automatic action.

THE LIST FINDERS
Data desired is instantly before you.

All Bates products give lasting satisfaction and represent the highest standards. Backed by 60 years of manufacturing experience.



BATES STAPLE REMOVER AND PUNCH
Instantly removes any staple. Punches a hole up to a thickness of eight pieces of paper.

BATES
quality products

Orange, New Jersey
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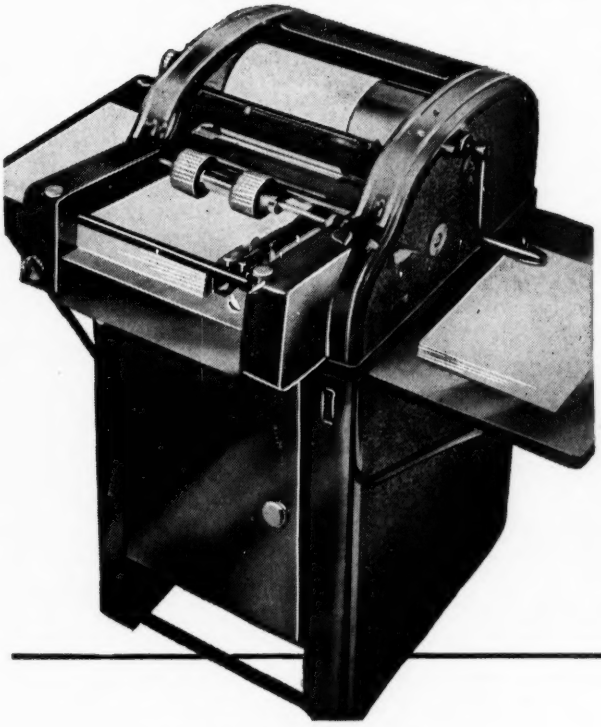
BATES NUMBERING MACHINES—STAPLERS
LIST FINDERS—PERFORATORS—EYELETERS—ETC.

QUEEN SYSTEMS CORPORATION

presents the amazing

ORMIG SPIRIT DUPLICATORS

29 MODERN MODELS including the world's only column condensing and eliminating machines



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MACHINES FOR ADDRESSING, INVOICING, PURCHASING, BOOKKEEPING, PAYROLL

STURDILY CONSTRUCTED TO PROVIDE TROUBLE FREE PERFORMANCE

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MACHINES ARE PRODUCED FOR MORE THAN 30 YEARS

Spirit carbon, Fluid, Master Units, Printed Forms and

ALL SUPPLIES PRODUCED BY OUR OWN FACTORIES

Exclusive Franchise for some Areas still open —

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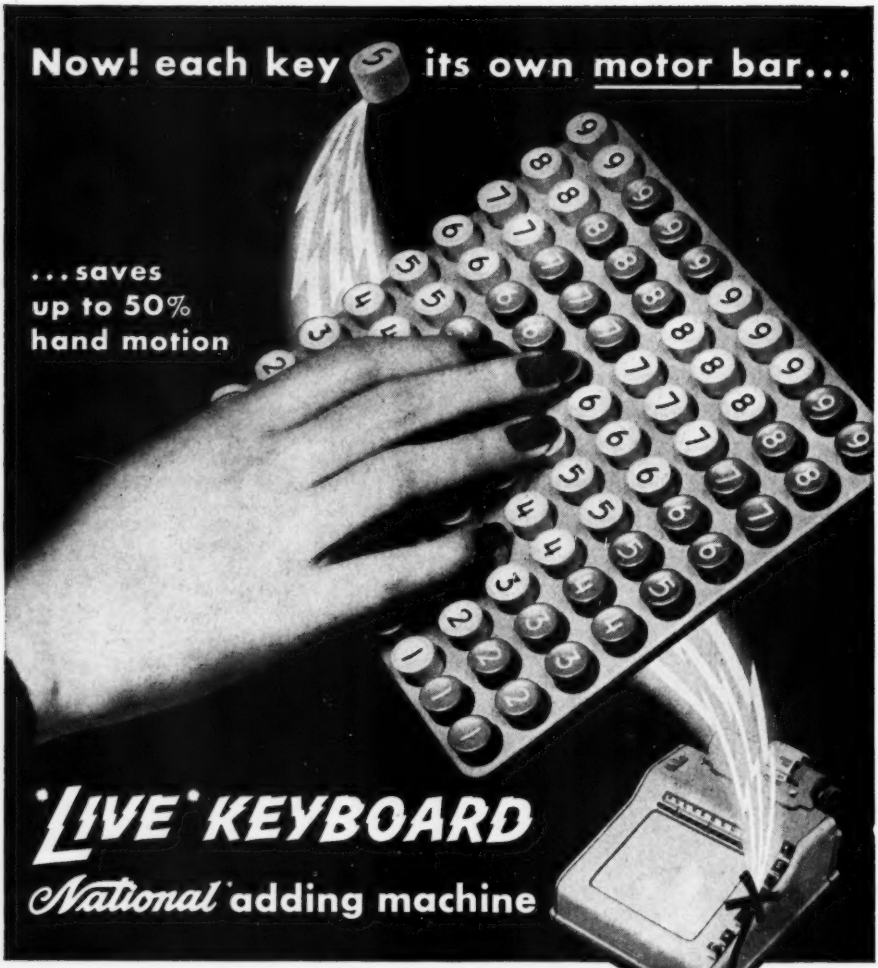


Now, you can add and list without depressing a motor bar! On this new National, *every amount key is electrified!* Simply press the keys you want to add—the machine does it instantly! *You save up to 50% hand motion.* And operators do their work with much less time and effort.

For demonstration phone the nearest National office or National dealer

now you can forget the motor bar!

"Live" Keyboard plus 8 other time-saving features combined only on National:

Automatic Clear Signal • Subtractions in red • Automatic Credit Balance
Automatic space-up of tape when total prints • Large Answer Dials • Easy-touch Key Action • Full-Visible Keyboard, Automatic Ciphers • Rugged-Duty Construction

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

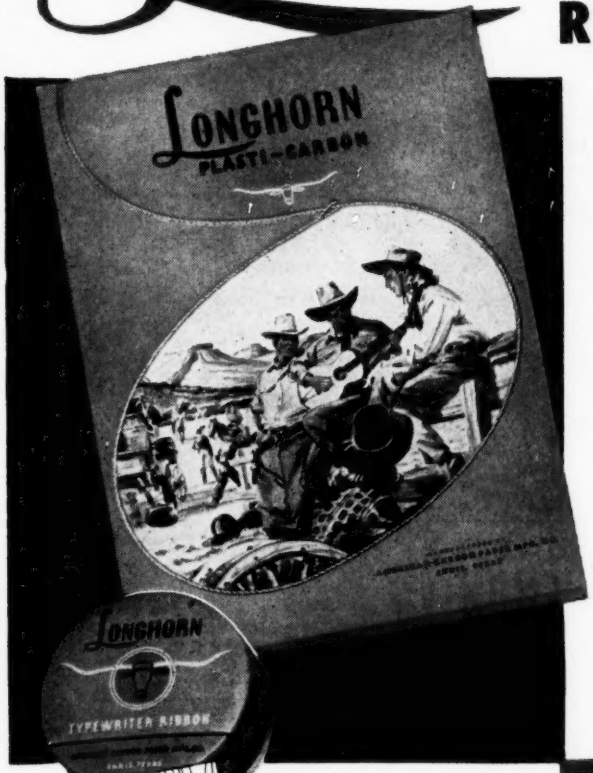
*TRADE MARK REG. U. S. PAT. OFF.

National*
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

To make your work look better . . .
Make You look better . . . Always use

LONGHORN

CARBON and RIBBONS



You'll get praises from the boss—you'll look sharp, *be* sharp—when you use Longhorn Carbons and Ribbons. They give your work that extra sharp, extra clean neat appearance that wins friends and influences raises!

Longhorn Carbon is made in the exact weight and finish to suit your style . . . Longhorn Ribbons have six degrees of inking—one of them just right for your touch.

Boost your work and boost yourself—ask your office manager to buy Longhorn Carbon and Ribbons for your office!

Have You Sent for Your Copy of
WHAT'S YOUR BRAND?
You'll find it fascinating reading—Longhorn's handsomely illustrated little booklet giving unusual facts about famous Southwestern cattle brands. We'd be pleased to mail you a copy at your request.

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AMERICAN CARBON PAPER MFG. CO.

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The only calculator in its price range with simultaneous, automatic multiplication and automatic division.

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The MARCHANT MAN in your phone book will be happy to show you, on your own work, how the new FIGUREMATIC will soon pay for itself. Call him or mail this coupon with your business letterhead to get your free

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MARCHANT CALCULATORS, INC. • Oakland 8, California 08

You Can Cut Many Costs With OZALID Copies!

End the costs of re-typing . . . proof-reading . . . and human errors . . . by replacing your manual copying methods with Ozalid!

With the efficient desk-top Ozamatic machine, you make direct copies of paperwork — letters, invoices, accounting reports, charts, or practically anything written, typed or drawn on ordinary translucent paper! Your first copy is ready in seconds—*clean, dry* and *ready-to-use* —or up to 1,000 letter-size copies in an hour, for less than 1½¢ each.

Wherever you have a copying job, chances are you can cut costs by using Ozalid!

See how ORDER HANDLING is Simplified by using OZALID copies!

Speeds Up Order Filling!

Send Ozalid copies of original order, quickly to inventory control . . . to stock locations . . . to customers as acknowledgment, and to file.

Expedites Shipments!

Use Ozalid copies of parts of original order for packing memos . . . bills of lading . . . delivery slips . . . labels.

Keeps Billing Current!

Enter prices, extensions and total on original order and use Ozalid copies for customer invoices . . . for accounts receivable files . . . sales records.

Send coupon for full details, or call the Ozalid distributor listed in the classified pages of your phone book under Duplicating Equipment and Supplies.

OZALID, Dept. OF-13
General Aniline & Film Corp.
Johnson City, New York

Gentlemen: Please send me full information about your OZAMATIC machine.

Name . . . . . .
Company . . . . . .
Position . . . . . .
City . . . . . .
Check the Application of Greatest Interest.
☐ Order Handling ☐ Accounting ☐ General

Cut Copying Costs . . . use **OZALID**®

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in STEEL
Cramer Dealers the world over will be delighted to know that Five New Models in steel will make the Cramer line even better than before. A dealer can't miss a sale with the Cramer line. There are comparable models in both steel and aluminum providing COMPLETE seating for all requirements of business . . . in the office . . . in the factory. Cramer manufactures the ONLY complete line of business and industrial seating on the market.
5 New MODELS
Cramer POSTURE CHAIR COMPANY, INC.
Mr. Dealer:
We know you are anxious to see these chairs...and eager to get samples on your sales floor. Now is the time to place a sample stock order for delivery in October. You will want to be prepared for the demand.
Our booth numbers at the NSOEA Convention in Chicago are 147 and 148. You will see these new steel chairs on display at that time. But order now for earliest delivery on your samples.
Cordially,
R. A. Cramer
Cramer POSTURE CHAIR CO., Inc.
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DID YOU KNOW THAT THE NEW

REGNA

CASH REGISTER IS ALSO AN

ADDING and BOOKKEEPING MACHINE?

THE REGNA IS THE MOST BEAUTIFULLY DESIGNED CASH REGISTER TODAY!

Here at last is the all-purpose machine specifically designed for those small and average-size merchants who comprise the bulk of your *volume market!*
A machine so versatile, so magnificently engineered and designed, it's destined to tally up the biggest sales record in your experience! Exaggeration? Just compare Regna feature for feature, price for price with any other similar machine on the market today. You'll be convinced that with Regna you have the trump card, the shot-in-the-arm your business needs!

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GET ALL THE FACTS ABOUT REGNA
FILL IN COUPON NOW!

Regna Cash Registers, Inc.
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Gentlemen:
Please rush more information on the new Regna and tell me how I can become a Regna dealer.

Name_____
Company_____
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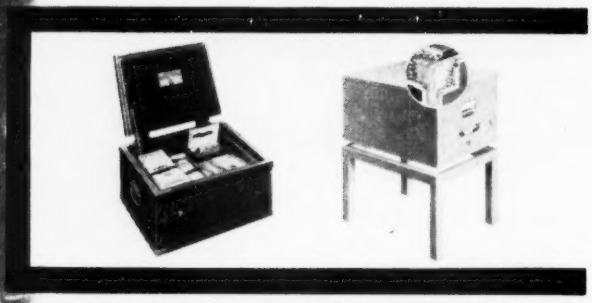
City_____ Zone_____ State_____

A powerful Reason for Certified PROTECTION

Victor Treasure Chest—Now, for only a few dollars' investment, you can give your valuables certified protection from fires and petty thievery. Certified to protect paper contents in fires reaching 1700° F., the Victor Treasure Chest is built like a small safe. Available with either key or combination locks. Choice of 5 models to suit every need.



Victor Fire Drawer—Fire protection and filing convenience at the point of use for office and home. Certified protection for paper contents in severe fires. Gear type progressive suspension system affords perfect ease of drawer operation—no matter how heavy the load. Available with removable base—key or combination locks.

See them today at your Victor Dealer!

THE VICTOR SAFE & EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK

WHAT HAPPENS TO YOUR MAIL and TELEPHONE ORDERS?

DO YOU USE PENCIL and PAPER or a TALLY SHEET to RECORD THEM?

WHATEVER SYSTEM YOU USE AREN'T SPEED and ACCURACY IMPORTANT?

WOULD YOU LIKE TO RECORD THESE ORDERS AS SPECIFIED the MINUTE THEY ARE RECEIVED —QUICKLY and ACCURATELY— WITH ONE FLICK OF YOUR FINGER?

The *DENOMINATOR* is YOUR ANSWER!

Write for illustrated folder, Dept. OM-12

THE *Denominator Company*, INC.

261 BROADWAY, NEW YORK 7, N. Y.

Manufacturers of Tabulating Machines for over 35 years

ROSE "know-how"

makes a world of *DIFFERENCE*

Really scientific achievement is considered accomplished only after timeless research . . . and indefatigable testing. ROSE Products are produced that way! Laboratory tested . . . proven . . . dependable. Rose Products are dependable because they rank highest in performance and satisfaction.

Specialists in the manufacture of:

- MASTER UNITS (Plain and Printed)
- SPIRIT CARBONS
- HECTOGRAPH CARBONS
- Hektowriter Rolls
- Also Duplicating Fluid and Hand Cream

ROSE RIBBON AND CARBON MANUFACTURING CO., INC.

General Offices and Factory . . . Harrison, N. J.

Dealers: check ✓

and see why this is called "the hottest thing in the office appliance field"

Photorapid

Photocopies in seconds without camera, darkroom or trays, from white or colored originals; single or double side; transparent masters for diazo or blueprints; tissue for air mail.

NOTE: Write us for full particulars now, while dealer franchises in some cities are still open.

UNIQUE and important ADVANTAGES

- ✓ Solution "keeps" longer— because developer is closed tight when not in use.
- ✓ No danger of corrosion— because of its non-metallic construction.
- ✓ Copies from books— without injuring or removing pages.

Recommended as a time and money saver to anyone who needs exact copies.

see . . . test . . . compare

at the National Business Show, New York, Oct. 19-24.

Copy-Craft INCORPORATED

105 CHAMBERS ST. • NEW YORK 7, N. Y. • BA 7-4150

Carbon Papers • Inked Ribbons • Duplicating Equipment • Duplicating Supplies

"Devoted to the art of improving impressions"

The little machine with the BIG BRAIN

resulta

ULTRA-MODERN DESIGN

BEAUTIFULLY styled, scientifically arranged compact keyboard . . . makes you "want to get your fingers on it"

Break into the BIG 10-Key Adding-Figuring Machine Users Field

RESULTA will give your customers a precision built machine with years of trouble-free service at lower cost.

The electrified combination repeat-multiply key automatically clears the keyboard on repeat and subtract items, locks down for multiplying.

Manufactured and backed by Oerlikon/Buehrle & Co. of Zurich, maker of precision machines, tools, electronic devices and specialized armament. Distributed and guaranteed by the licensed American Corporation with plants and resources for a long range program. *Exclusive territories with high discount OTA franchises are still available in some areas. Other machines optional on the same franchise to be announced soon.*

4 models available: 8/9 Subtractor. 8/9 Cr. Bal. 10/11 Cr. Bal. 10/11 Cr. Bal. wide carr. auto. tabulation.

QUALITY SERVICE INTEGRITY OTA

BUSINESS MACHINES DIVISION
of Oerlikon Tool & Arms Corporation of America
P.O. Box 3049, Asheville, N. C.

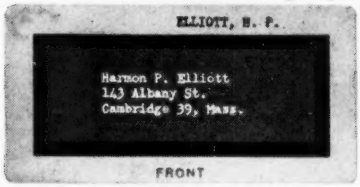
H. L. Barnhardt, Gen. Mgr., Phone 3-6464

Washington, D.C. Office
1001 Conn. Ave., N.W.

N. Y. C. Distributor
PLUS Computing Mach. Inc.,
5 Beekman Street

Zurich, Switzerland
Oerlikon-Buehrle & Co.
155 Birchstrasse

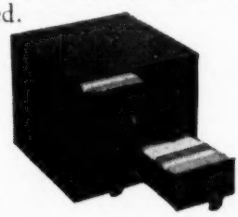
DEALERS! Why not sell the only card index addressing system that is available to Dealers?



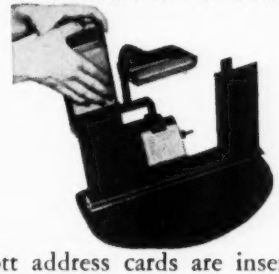
An Elliott address card is actually also an index card, and a file of Elliott address cards can therefore be kept up to date and in alphabetical order at all times.

We supply this simple clamp that snaps over the platen of any typewriter.

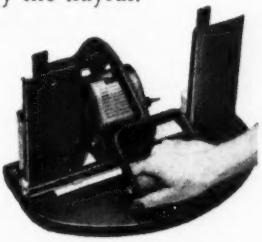
Then the address cards are inserted and turned into typing position. With the ribbon "ON" they are indexed and with the ribbon "OFF" they are stenciled.



Then they are filed in sectional steel filing cabinets exactly like index cards, and you can add sectional cabinets as your list grows.



Elliott address cards are inserted in this $50.00 Elliott addressing machine by the trayful.



Each time the lever is pressed, a different address is printed.

And the address cards are removed from the addressing machine in the same way.

Hundreds of Office Equipment Dealers are now selling the Addresserette.

Elliott ADDRESSING MACHINE CO.

Dept. F, 199 Albany St., Cambridge 39, Mass.

My first choice ...and my boss' too!

TIFFANY STANDS

MODEL "S"

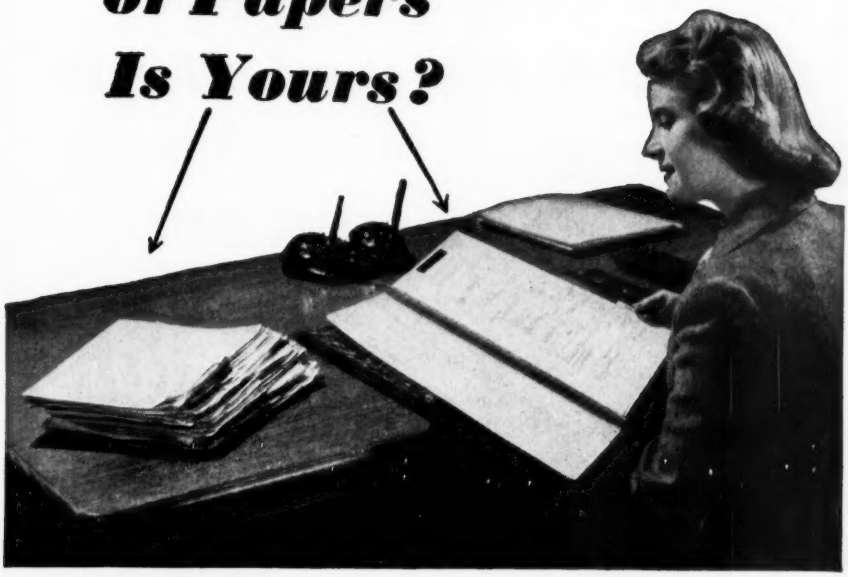
(Available with extra leaf on right side.)

No other stands have the fine features of Tiffany. Office workers choose them because of quieter operation, less operator fatigue, minimum vibration . . . hence, fewer mistakes. Management prefers them for their economy, and rigid, quality construction. Since Tiffany Stands are designed to last a lifetime, they actually cost less per year of service.

Write for illustrated brochure. Tiffany Stands are available at better stores everywhere.

Tiffany Stand Co.
7350 FORSYTH
ST. LOUIS 5, MO.

Which File of Papers Is Yours?



Rid your files of soft folders and loose filing, with

ACCOBIND FOLDERS

"ACCO-bound Papers are SAFE Papers"

Accobind Folders of fine pressboard incorporate the ACCO Fastener of smooth pliable steel for the all-important safety factor. Each paper, punched and placed over the prongs of the ACCO Fastener, retains its proper place in the folder by date, number, or other required sequence, and is not subject to accidental loss or misplacement.

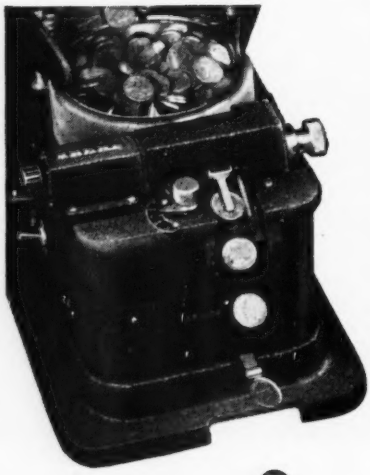
The unique Accobind transfer feature enables the bound units to be withdrawn from the metallic holding device in the folder, to be placed — ready-indexed — in the transfer file. With a new Indexing Sheet and ACCO Fastener introduced into the slideway of the Accobind Folder, it continues on, year after year, to give you a supremely fine filing-binding service.

All good stationers have Accobind Folders and Acco Fasteners (30 styles) for your every need.

ACCO PRODUCTS, INC., OGDENSBURG, N. Y.

In Canada: Acco Canadian Co., Ltd., Toronto

KLOPP COIN COUNTERS and COIN SORTERS *NOW* offered to DEALERS ON A BRAND NEW SALES PLAN . . .



PROFITABLE! EFFORTLESS!

WRITE — WIRE — PHONE TODAY!

You can now get in on the most profitable sales plan on coin handling equipment we have ever offered to dealers. It's simple — it's effortless and very profitable. The market is tremendous and growing daily. Don't delay. Be the Dealer who cashes in on the many sales in your area. Write — Wire or Phone Today.

KLOPP ENGINEERING INC.

P. O. Box 134 Plymouth, Mich.

just 14 words

—ask your local office equipment dealer for a complete demonstration of the Office-riter today . . .

but so *important* to you!

The advertisement reproduced above appears this Fall in national business, executive and professional publications* . . . reaching millions of prime prospects for the Remington Office-riter . . . many of them right in your locality.

And where will these local prospects come to satisfy their interest, their curiosity, their impulse to buy? *To your store!*

Don't pass up this opportunity for sales and profits . . . promote the Remington Office-riter . . . the only complete, compact office typewriter!

* Medical Economics, Oral Hygiene, American Agency Bulletin, Pathfinder — The Town Journal, Catholic Building and Maintenance, Printers' Ink, Automotive News, County Officer, Hotel Management, American Druggist.

Remington Rand INC Dealer Sales Division
315 Fourth Avenue, New York 10, N. Y.

NOW TRANSFER RECORDS TO STAX ON STEEL

REG. U.S. PAT. OFF.

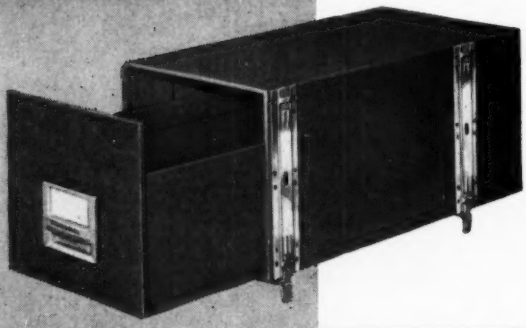
THE ONLY FIBRE BOARD

DRAWER FILE

that "Builds its own steel shelving as you stack it."

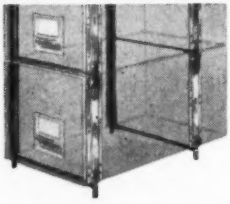
- **Assures free, easy drawer action**
- **No bulging, no sticking with these self-stacking TRANSFER FILES**

STAX ON STEEL files are the only drawer files engineered so the steel framework carries all the load with equal support at all four points of weight and strain.



CHECK THESE FEATURES

- **Heavy gauge rust-proof channel steel side-plates and horizontal steel stackers carry the load, leaving drawers free of weight.**
- **Side plates have key-hole slots for bolting units together side by side. Bolts furnished.**
- **Masonite board is used in front and back of drawers, covered with same high grade corrugated fibre board used throughout. Finished in fade-proof modern office grey.**
- **Heavy metal drawer pull holds identification card. Recessed easy-to-grasp handle. Produces neat front office appearance.**
- **Shipped flat. Assembles quickly and easily.**
- **Stackers on bottom form feet for sanitary base.**



Phantom view shows how one unit stacks on top of other with factory applied steel side-plates and steel stackers making sturdy steel shelving as high as desired.

No. 511 LETTER SIZE

Inside Drawer Dimensions: 12¼" x 10½" x 24" long.

	PRICE, EACH	CARTON PRICE, EACH
ZONE 1.....	$4.90	$4.70
ZONE 2.....	5.35	5.15
ZONE 3.....	5.60	5.40

PACKED FLAT—6 to CARTON, Wt. 48 lbs.

Unit consists of four pieces, shell, drawer and two steel stackers.

SOLD ONLY ON A MONEY BACK GUARANTEE

BANKERS BOX CO.
720 S. DEARBORN ST.
CHICAGO 5, ILLINOIS

BUY

CARBON PAPER FOR THE TROPICS

that is made to be used in temperatures of 85 to 100 degrees Fahrenheit

(without rollmarks or smutting.)

Where it is necessary to use carbon paper in the tropics, USE

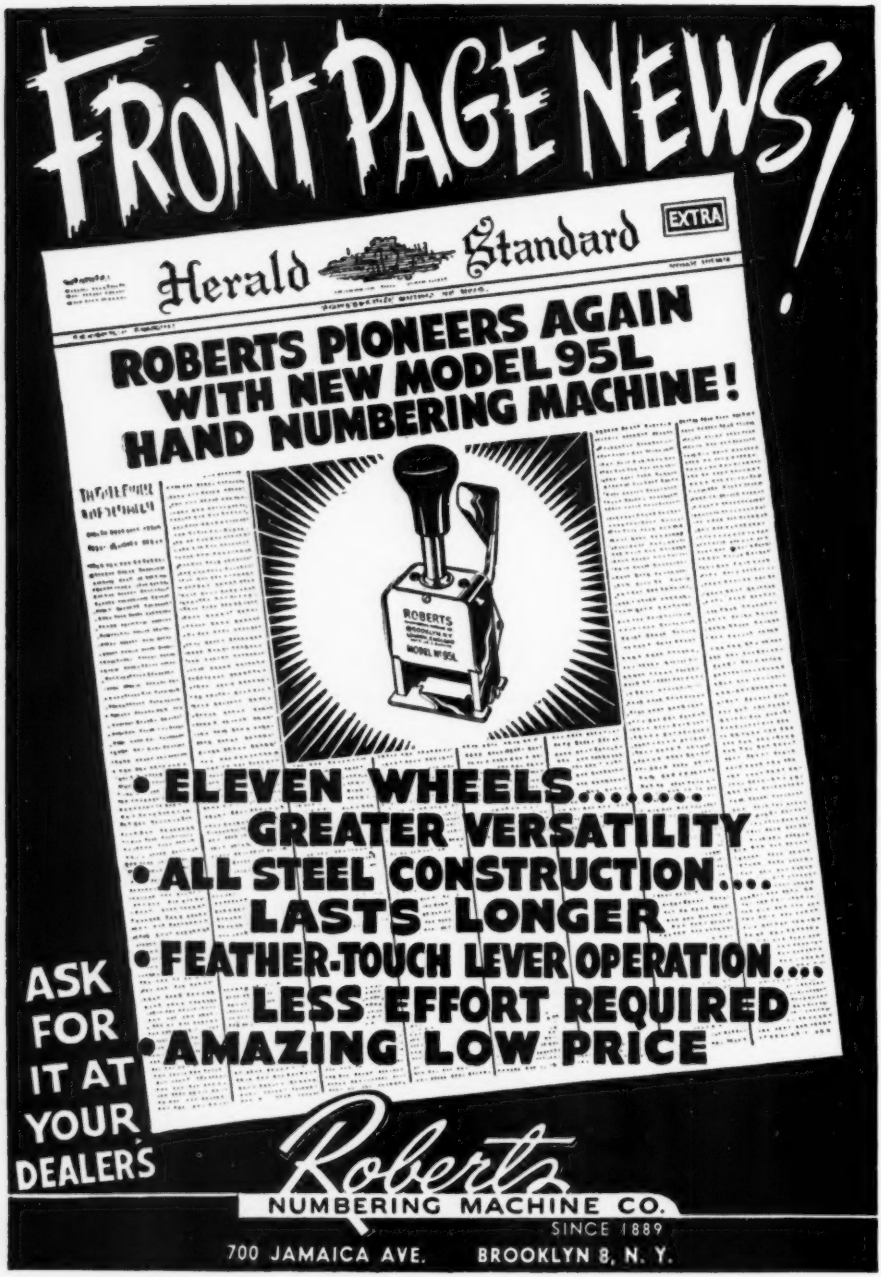
KEE LOX, DRI KLEEN CARBON.

CLEAN IN ANY TROPICAL TEMPERATURE
NO SOILED CLOTHES,
CLEAN RECORDS,
NO INCONVENIENCE,
BUT
PERFECT EFFICIENCY.

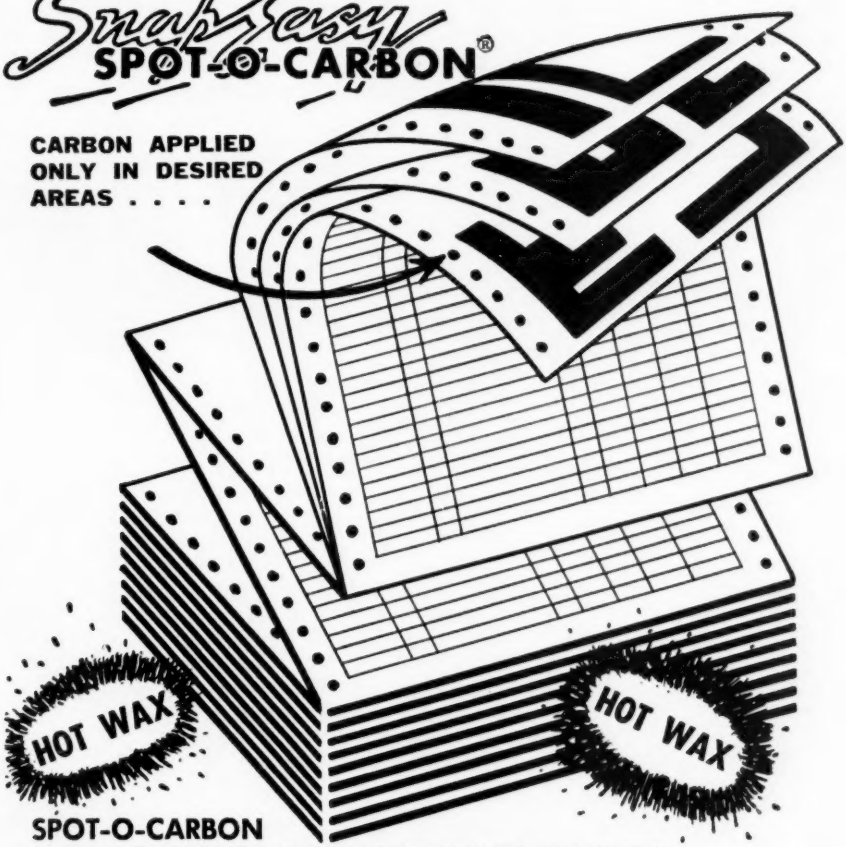
MANUFACTURED IN 4, 5, 6 AND 8-LB. WEIGHTS
Genuinely BONE CLEAN.

Will be pleased to send Samples Free.
EXTRA discount to Foreign Buyers.

KEE LOX, EXPORT DEPT.
ROCHESTER 1, N.Y., U.S.A.


FRONT PAGE NEWS!
Herald Standard
EXTRA
ROBERTS PIONEERS AGAIN WITH NEW MODEL 95L HAND NUMBERING MACHINE!
ROBERTS
MODEL No 95L
• ELEVEN WHEELS..... GREATER VERSATILITY
• ALL STEEL CONSTRUCTION.... LASTS LONGER
• FEATHER-TOUCH LEVER OPERATION.... LESS EFFORT REQUIRED
• AMAZING LOW PRICE
ASK FOR IT AT YOUR DEALER'S
Roberts
NUMBERING MACHINE CO.
SINCE 1889
700 JAMAICA AVE. BROOKLYN 8, N. Y.

Snap-Easy SPOT-O-CARBON®



SPOT-O-CARBON MAY BE APPLIED TO MARGINALLY-PUNCHED CONTINUOUS OR SNAP-EASY FORMS . . . .

Spot-O-Carbon may be applied to the back of marginally-punched continuous or Snap-Easy business forms. When carbon is applied to Kraft tissue, it may be interleaved between forms parts. Any shape or area may be covered with carbon to suit a specific form's need.

CONTACT THE COMPANY FOR FURTHER DETAILS!

ARTHUR J. GAVRIN PRESS, Inc., New Rochelle, N. Y.

Manufacturers of Snap-Easy One-Time Carbon Interleaved Business Forms

Smead "Quality above Comparison" SINCE 1906

PLAID HOUSEHOLD FILE
Also furnished gift-wrapped

PRESSBOARD BINDER COVERS
Two-piece covers — cloth hinge — punched for standard fastener centers.

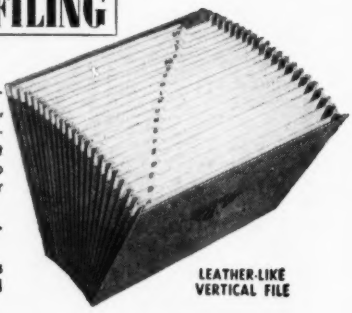
PROPOSAL COVERS
(In many colors and finishes)

DESK FILES
(Printed or celluloid tabs)

FOR JET-LIKE FILING

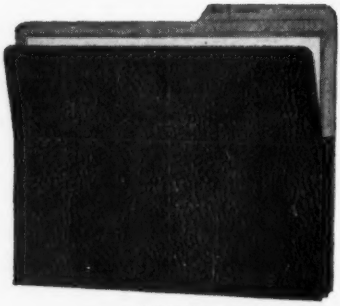
LEATHER-LIKE
EXPANDING FILE

1. This leather-like material resists oil, ink, finger marks, stains and dirt of all kinds.
2. An abrasion resistance test shows leather-like material to have a 9 to 1 advantage over ordinary red wallet stock.
3. Color will not rub off on clothing in a humid climate.
4. These containers have what is needed—wear resistance and appearance.



LEATHER-LIKE
VERTICAL FILE

LEATHER-LIKE
EXPANDING WALLET
(With GLYD-LOC or tape tie)



LEATHER-LIKE SUPER POCKET
"The All-Purpose File"

From the very first item to the present line of over 3,100 stock items, we have concentrated on craftsmanship and the finest quality and grades of raw materials, making our line an outstanding quality line. We have 5 separate factories for your protection and added service. Write for our catalog. We also invite your inquiries for specially made products.

THE Smead MANUFACTURING CO., INC.-HASTINGS, MINNESOTA

MONROE *makes News with* a NEW Big-Profit-Maker for Dealers

The NEWEST, Finest 10-Key Adding Machine of them all!

Here's a profit-making combination you can't top anywhere in business machines—Monroe prestige coupled with the newest, finest 10-Key Adding Machine on the market. Now, with the Monroe name to go with the big and growing demand for 10-key machines, dealers have that great, ***extra profit opportunity*** that comes only with an important new development in the field! Start adding extra profits with the Monroe 10-Key Adding Machine *now*.

Mail the coupon today!

P.S. The new 10-Key is an able running mate to Monroe's complete line of adding machines and calculators. If you're not already cashing in on this fast-selling line, now's the time to investigate. Monroe is your *big* profit opportunity in the business machine field.

MONROE CALCULATING MACHINE COMPANY, INC., Orange, N. J.

Monroe Calculating Machine Company, Inc.
Dealer Sales Division, 555 Mitchell Street, Orange, N. J.

Tell me how I can cash in with the popular, fast-selling Monroe line.

NAME .....

COMPANY .....

STREET .....

CITY ..... STATE .....

Mr. Office Manager

It's not just a wastebasket it's a . . .

VUL-COT

TRADE MARK

Rectangular—5A

Square Top—2A

When you buy Vul-Cots, you are getting more than a mere receptacle for holding waste paper. You are buying economical waste handling, for years. Every Vul-Cot you purchase carries with it a 5-year guarantee. Cut your maintenance and replacement costs —end your waste handling worries now— just say Vul-Cot.

The two Vul-Cots illustrated are space savers. All Vul-Cots are made of hard vulcanized fibre, they look better and last longer. Colors do not chip off; double rolled tops do not break. They are light-weight, noiseless . . . exclusive bonded seam construction gives added strength. Vul-Cots do not crack, splinter, dent, rust or corrode. Standard colors: maroon-brown and olive-green. Write today for catalog price sheet—Dept. O-10.

For Sale by Stationers and Office Supply Houses Everywhere

NATIONAL VULCANIZED FIBRE CO.

Wilmington · Delaware

DRY OFFSET AND EMBOSSING

The recent publicity received by the Dry Offset process has given considerable impetus to its use by both private firms and commercial shops, particularly in the utilization of their present standard small offset equipment.

Briefly, dry offset is the process of printing from a direct-reading photographic relief plate . . . to a rubber blanket . . . to the paper. Dampening rollers are, of course, not used.

Dry offset, by eliminating moisture, eliminates many of the problems common to standard offset printing while retaining most of its advantages. There is no ink-water balance to maintain. There is no chance of ink emulsification . . . no danger of plate oxidation. While maintaining all of the desirable features of printing from a soft rubber blanket, dry offset provides greater freedom in the choice of inks. In fact, any kind of ink except rubber base can be used and is governed only by the requirements of the paper stock. Furthermore, color control is as easy as on any letterpress printing job. Ink density and color brilliance are greater, yet less ink is used. Almost any kind of paper may be used, antique or coated, as well as regular offset stock.

It is quite a simple matter to handle dry offset on a Davidson Dual. Special cylinder segments replace the regular offset segments and the change-over from wet to dry offset requires but a few minutes. Likewise, it is just as simple to change back again to wet offset or letterpress.

Since the plate never comes into contact with the paper, but instead, prints on the soft rubber blanket, there is no possibility of paper abrasion. Consequently the life of a dry offset plate is exceptionally long. This, of course, means that unusually long press runs can be obtained, making dry offset particularly advantageous where long runs of forms, product labels and other items in line copy are required, either in single or multi-color.

The unique two-cylinder principle of the Davidson Dual not only lends itself to dry offset, but also permits simultaneous printing and embossing with dry offset plates. When it is desired to emboss as well as print, two identical dry offset plates are made. One is used to print while the other is used to emboss from the underside of the paper . . . in one operation . . . once through the press. If, on the other hand, "blind" embossing is desired, only one plate is used. Both techniques are finding widespread application for the economical production of letterheads and other stationery with results that approach engraved work in quality and appearance.

Davidson

Laboratory Controlled

SUPPLIES

FOR ALL OFFSET MACHINES

MATCHED

for consistently fine results

Carefully compounded of the finest materials to provide genuine "teamwork" . . . each complimenting and aiding the work of the other for top quality results.

DAVIDSON INKS. Prepared specifically for offset printing . . . can be depended upon for full coverage of halftones and solids. Easy to use without doctoring. Black and colors.

DAVIDSON DAMPORITE (Fountain Etch). Absolutely safe . . . non-chromic . . . concentrated. Simply add distilled water and it's ready to use. Preferred for use with all types of offset plates. Quarts and gallons.

DAVIDSON ETCHORITE (Plate Etch). Finest quality . . . ready to use . . . preferred for all zinc, aluminum and other metal plates. Safe . . . non-chromic. Quarts and gallons.

These are but a few of the Davidson family of MATCHED solutions and supplies. Be safe . . . be sure . . . be sensible . . . specify Davidson every time. See your nearest Davidson Sales and Service Agency.

DAVIDSON CORPORATION

A SUBSIDIARY OF MERGENTHALER LINOTYPE COMPANY

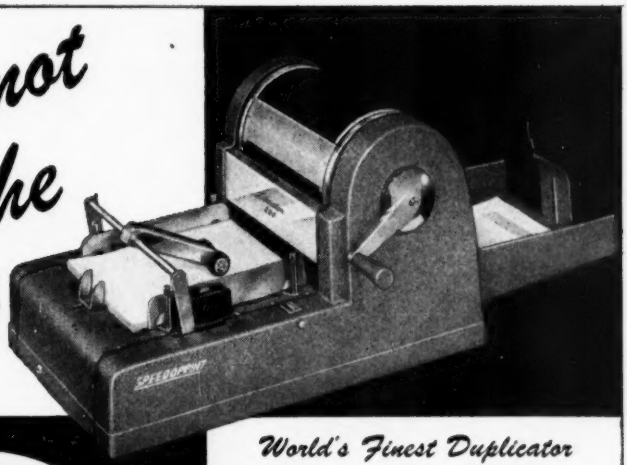
Dept. 17, 29 Ryerson St., Brooklyn 5, N. Y.

TRADE MARK REG.
Tusco

BECAUSE IT
WON'T TIP OVER
AND WON'T VIBRATE
IT'S THE BEST OFFICE
MACHINE STAND, AVAILABLE

FOR FURTHER DETAILS . . .
Write . . .
TUBULAR SPECIALTY MFG. CO.
1940 Stanley Avenue Detroit 8, Michigan

Why not sell the Finest



SPEED-O-PRINT CABINET $57.50

Ideal base for your duplicator of heavy gauge steel that is dust and vermin proof. Two 12 inch pull out leaves to accommodate machine and paper. Adequate storage space for stencils, inks and other duplicating and office supplies. Available in Futuramic Grey or Ebony Black finishes.

A WIDE RANGE OF DUPLICATORS TO MEET ALL REQUIREMENTS

World's Finest Duplicator

LIBERATOR MODEL 200

$164.50 (Plus Excise Tax)

FRONT PAPER STOPS
Guarantees Hairline Registration

AUTOMATIC ROLLER RELEASE
Prevents Inking of Impression Roller

OPEN CYLINDER AUTOMATIC DUAL BRUSH INKING
Assures Even Distribution of Ink

EASY TO OPERATE
Minimum Number of Adjustments

The ideal duplicator for system forms etc., as reproductions are always in the same position on every copy. Half ream feed table capacity. Accommodates stock from 3 x 5 to 9 x 14 inches. Modern Design, Sturdy, Precision Construction. Quickly reproduces anything that can be typed, drawn, traced or photographed on a stencil.

Available in Futuramic Grey or Ebony Black finish with trim in Chrome.

CLOSED CYLINDER AUTOMATIC DUAL BRUSH INKING at $20 Extra.

Other **SPEED-O-PRINT** *Duplicators*

LIBERATOR	*Model 50	$29.50
	**Model L-P	$59.50
	**Model "L"	$69.50
LIBERATOR	**Model 100	$109.50

(Plus Excise Tax)

*POSTCARD TO 6 x 9½ SIZE **POSTCARD TO LEGAL SIZE

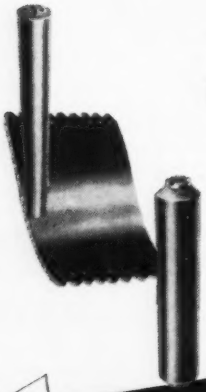
Write **FOR OUR DEALERS CATALOG**

SPEED-O-PRINT *Corporation*

1801 W. LARCHMONT AVE. • CHICAGO 13, ILL.

Answer the call for quality with Mercury Products

To get really fine reproduction you must have first class rollers and blankets. All the engineering skill and know-how of the world's largest roller and blanket producer has gone into the manufacture of these products. Naturally, they give you better performance, longer wear, finer reproduction.



RAPID ROLLER COMPANY

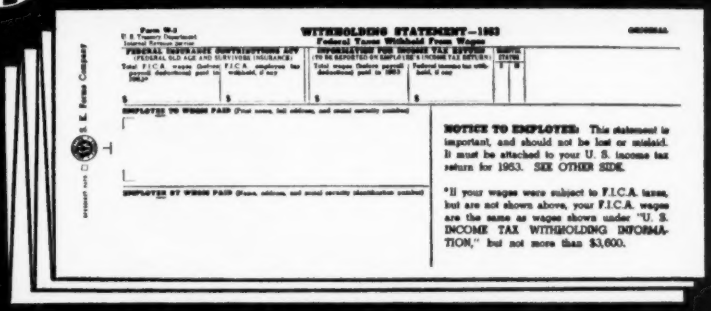
FEDERAL AT 26TH — CHICAGO 16, ILL.

MERCURY-LITH ROLLERS AND BLANKETS for Multilith printing machines

MERCURY-GRAPH ROLLERS for Multigraph duplicating machines

EASIER TO USE! COSTS LESS!

S-K W-2 FORMS FOR 1953



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Key Control

THERE are some 50,000 locks on doors of offices and other rooms in New York's Rockefeller Center. What happens when somebody loses their key? Who keeps track of the master keys? Such questions can be answered by William E. Hough, president, P. O. Moore, Inc., whose system of key control is used by private and government buildings, hotels, universities, apartments, ocean liners and other establishments like laundromats. The Moore system conceals the identity of master keys so that only authorized persons have access to them. But the key for any lock can be located immediately by the right person.

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COMPLETE DESCRIPTION. The typewriter keyboard permits describing each entry on each record as fully as your procedures require.

COMPLETE RECORDS. One writing posts each charge or credit to all records simultaneously, with up-to-date balance for each account and complete daily proof.

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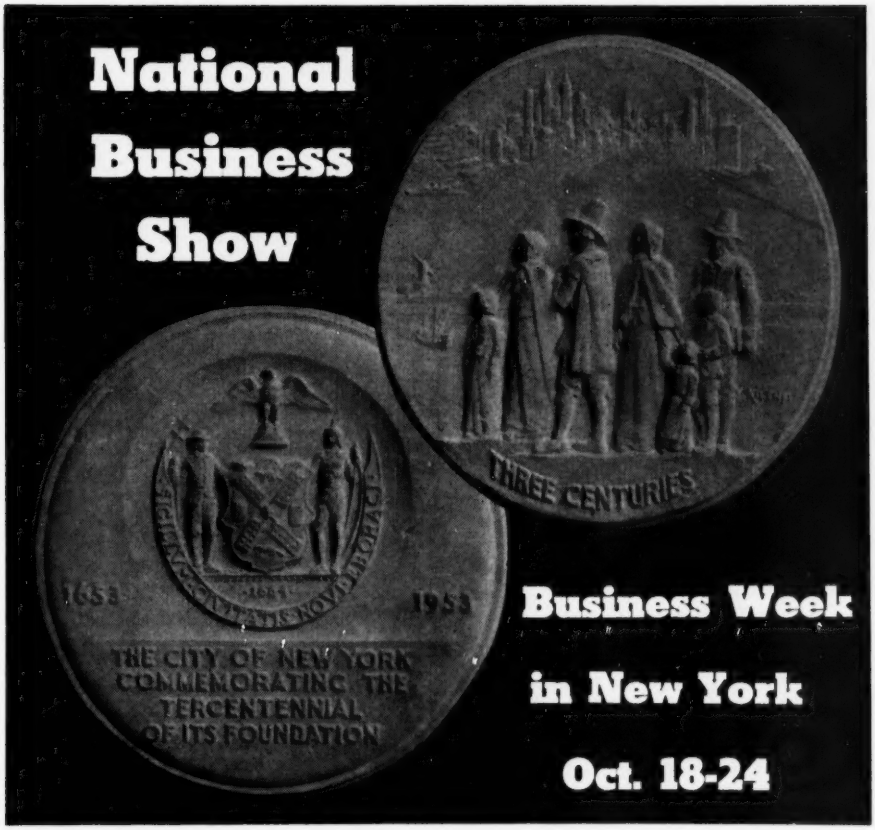
PROFIT-BUILDING **IDEAS** FOR BUSINESS



THE LAST of the great expositions to be held in New York's Grand Central Palace will be this year's National Business Show from Oct. 19 to 24. After the close of this show, the building will be turned over to the federal government for office use. It seems fitting that this site of the largest demonstration and exhibit of office equipment will be the scene of actual offices next year.

The theme of this 45th National Business Show is the 300th Anniversary Celebration of the City of New York. An official proclamation designates the week of the show as Business Week in New York, during which business will be feted for its great contribution to the growth and prosperity of New York as well as to the rest of the country. The proclamation reads in part, "Whereas this Exposition (The National Business Show) brings together from all parts of the United States a great number of leading manufacturers in the office machine and equipment industry whose products have done so much to stimulate and increase the country's productive capacity . . . do urge all . . . to take due note of, attend, or otherwise cooperate in making Business Week a fitting and appropriate part of our City's 300th Anniversary Celebration."

Lee Thompson Smith, president of the Committee for New York City's 300th Anniversary Celebration, pointed

NATIONAL BUSINESS SHOW EXHIBITORS

Abbeon Supply Co.
Acme Visible Records, Inc.
Addo Machine Co.
Addressograph-Multigraph Corp.
J. E. Albright & Co.
Allen Communications, Inc.
American Automatic Typewriter Co.
American Dictating Machine Co.
American Photocopy Equipment Co.
H. C. Anderson Mimeograph Corp.
Audograph Sales Co.
Automatic File & Index Systems
Bainbridge, Kempton & Haupt, Inc.
Bankers Box Co.
Bates Mfg. Co.
Berliner Mailing Lists, Inc.
Billen Engineering & Sales Co.
Bircher Co.
Charles Bruning Co.
Business Archives Center
Business Systems Corp.
Calculagraph Co.
Irwin Casper, Inc.
Cel-U-Dex Corp.
Chart-Pak, Inc.
Cincinnati Time Recorder Co.
Coffee Vending Service, Inc.
Connecticut Telephone & Electric Co.
Copease Co.
Copy-Craft, Inc.
Cormac Industries, Inc.
Corry Jamestown Steelage Equip.
Cortina Academy
R. D. Cortina Co.
Ralph C. Coxhead Corp.
Crescent Industries, Inc.
Cummins-Chicago Corp.
Denominator Co.
Dictaphone Corp.
Diebold, Inc.
Ditto, Inc.
Dudley Office Equipment Co.
DuKane Corp.
Dun & Bradstreet, Inc.
Dupli-Voice Co.
Eastman Kodak Co.
Thomas A. Edison, Inc.
Elliott Addressing Machine Co.
Ericsson Telephone Sales Corp.
Evans Specialty Co.
Executone, Inc.
Facit, Inc.
Ferris Business Equipment, Inc.
Forster Manufacturing Co.
Friden Calculating Machine Co.
General Binding Corp.
Gersene de Paris, Ltd.
Geyer Publications
Richard Gibian
Globe-Wernicke Co.
Graphic Microfilm Corp.
Gray Mfg. Co.
Charles R. Hadley Co.
Hamilton Mfg. Corp.
Philip Hano Co.
Harris-Seybold Co.
Hart Mfg. Co.
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Henko Supply Co.
Heyer Corp.
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Hygenic Phone Service, Inc.
International Business Machines Corp.
Itkin Brothers
Korda Industries
Krayer Mfg. Co.
Kwik Kafe Coffee Vending Service
Lanston-Monotype Machine Co.
Lathem Time Recorder Co.
LeFebure Business Equipment
Linguaphone Institute
F. G. Ludwig, Inc.
Magne-Dex Sales Co. of N. Y.
Magnetic Recording Industries, Ltd.
Manhattan Storage & Warehouse Co.
Harold Mannheimer Organization
Manpower, Inc.
Marchant Calculators, Inc.
Marsh Stencil Machine Co.
Massachusetts Indemnity Insurance Co.
Master Addresser Co.
J. Curry Mendes Corp.
Methods Research Corp.
Michael Lith, Inc.
Miles Reproducer Co.
Mim-E-O Stencil Files Co.
Minnesota Mining & Mfg. Co.
Modern Products Co.
Monroe Calculating Machine Co.
Charles S. Nathan, Inc.
New York Telephone Co.
Nu-Grain Corp. of America
Nu-Plan Record Co.
Office Appliances
THE OFFICE Magazine
Old Town Corp.
Olivetti Corp. of America
Ozalid Div., General Aniline & Film Corp.
Payrollmaster Co.
Pentron Industries, Inc.
Pepsi-Cola Co.
Photo-It Co.
Photostat Corp.
Pitney-Bowes, Inc.
Plus Computing Machines, Inc.
Precise Calculating Machine Co.
Queen Ribbon & Carbon Co.
R. C. A. Communications, Inc.
Recording & Statistical Corp.
Regna Cash Registers, Inc.
Reinhold-Gould, Inc.
Remington Rand Inc.
Rex-O-Graph, Inc.
Rex-Rotary Distributing Corp
Rite-Line Copyholder
Royal Typewriter Co.
Safeguard Corp.
Scribe Corp.
Servel, Inc.
Shredmaster Corp.
Simplex Metal Products, Inc.
Simplex Time Recorder Co.
Soundscriber Corp.
Staplex Co.
Statistical Tabulating Co.
Sturgis Posture Chair Co.
Sunroc Co.
Swift Business Machines Corp.
Technical Microcard Publishing Corp.
Telephone Cleaning & Sterilizing Co.
Thomas Collators, Inc.
Tiffany Stand Co.
Times Facsimile Corp.
Veeder-Root, Inc.
Victor Safe & Equipment Co.
Visirecord, Inc.
Vocaline Co. of America
Warren-Connolly Co.
Wassell Organization, Inc.
Alfred Allen Watts Co.
Weber Addressing Machine Co.
Webster Electric Co.
Western Union Telegraph Co.
M. G. Wheeler Co.
Winchester Industries, Inc.
Yorkville Paper Co.
Zephyr American Corp.

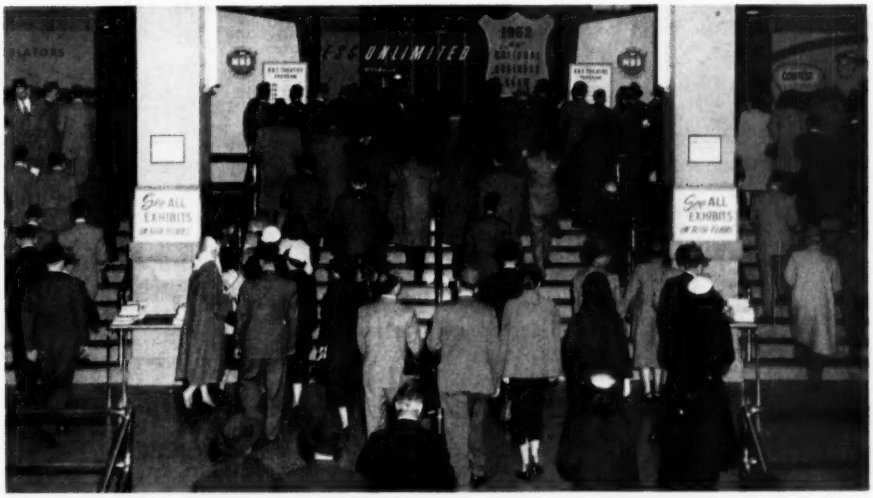
out that over the centuries the city grew from trading post to world capital of business and finance, and that during the past fifty years the National Business Show has grown from an exposition of simple techniques and office machines into the world's greatest exposition of its kind, serving an industry whose phenomenal growth has brought it to the $2 billion bracket in American industry, among the ten leaders in the country.

Mr. Smith added that plans are nearing completion to pay tribute to business during Business Week by a series of events and ceremonies centered around the Grand Central Palace and the National Business Show. The program includes features emphasizing business' contribution and its place in our economy, talks by leading business and industrial leaders and official acknowledgments.

As early as last March, exhibitor requests for space in the show were so heavy it became evident many requests would have to be deferred. This year there will be well over 200 exhibits, breaking all previous records. Many prospective exhibitors could not be accommodated.

As in the past, members of all the nation's management and trade associations continue to look to the National Business Show as their guide in keeping abreast of the latest techniques and developments in the industry. Among those which plan to distribute special invitations to their members are: American Management Assn., Mail Advertising Assn. of N. Y., National Assn. of Cost Accountants, Records Management Assn. of N. Y., National Office Management Assn., National Machine Accountants Assn., Personnel Club of N. Y., Sales Executives Club of N. Y., Transcription Supervisors Assn. and N. Y. Personnel Management Assn.

The show traditionally affords to manufacturers an opportunity to introduce their latest products to the market. This year will see improvements in all lines of office machines and equipment developed in the past year. Also to be introduced will be those important auxiliary necessities for the office which



The National Business Show this month will be the last of the great expositions to be held in New York's Grand Central Palace which becomes a federal government office building next year.

RUDOLPH LANG
Managing Director of the National Business Show

add to the comfort and productivity of workers such as layout and design, air, light, sound and color conditioning. Exhibited products will range from one which can be operated with two fingers by the least skilled operator to exceedingly complicated electronic machines requiring the supervision of the most highly trained personnel. The show serves customers with every size budget and will display items which have a unit value from pennies to $600,000.

Although it is expected that about 100,000 visitors will attend the show, attendance planning will bring the audience almost entirely from top management and executive levels. Only adults over 19 years of age are admitted, and the careful distribution of invitations among the exhibitors, clients and prospects, members of business associations and to management and supervisory personnel is to insure that the products on display will be viewed by customers genuinely interested. Last year's impartial survey figure of 84.3% executives and policymakers indicates the high caliber of attendance expected this month.

The National Business Show will be open from 1 to 10 p.m., Oct. 19 to 23 and 1 to 6 p.m., on Oct. 24, at Grand Central Palace, Lexington Ave. at 46th St., New York. Rudolph Lang is managing director and the National Business Show's offices are at 33 West 42nd St., New York 36. Tickets for the show can be had from any of the exhibiting firms listed on page 62.

Membership List Printed by Offset From Typewritten Panels

COLIN C. CAMPBELL
Business Manager, Society of Exploration Geophysicists, Tulsa, Okla.

WHEN the Society of Exploration Geophysicists was established in 1931 there were no problems about membership rosters because all 29 charter members knew each other and lived in or near Houston, Texas. Since then we have grown into an international organization with more than 3500 members and one of our constant problems is providing a membership roster to each member at regular intervals. This is particularly important to our group because an exploration geophysicist, in the nature of his work, is likely to change his address at least once a year, sometimes more often. When he moves into a new area, he likes to look up his fellow members so that they may have a long technical and scientific discussion on the general and local aspects of their probing of the earth's crust for mineral resources.

The society has a quarterly scientific journal, *Geophysics,* the function of which is to publish papers and discussions of interest to the members. As a matter of convenience, we used to include the membership roster in the April issue each year, but this became impractical on three counts. First, the editor resented that the 1951 roster took 71 pages which he would rather have used for technical material. Second, the cost of composition and proofreading was skyrocketing. Third, members did not like the roster in their magazine because

At left: The Flexoprint panel in a Line-A-time copyholder for copying addresses. At right: Filing the panel.

they kept files for reference and the issue with the roster invariably became dogeared because of continuous reference.

We considered publishing our 1952 roster separately but were taken aback when the printer quoted $1000 for composition alone. I remember having heard about Flexoprint which had seemed rather interesting and I decided to call the local Remington Rand office for further information. It was gratifying to us that for the same $1000 we would have had to spend just for setting type, we could get all the equipment necessary for a Flexoprint system, including a new Electric-conomy typewriter. The ensuing economies were well defined.

The typing of the cards for the panels involved exactly the same amount of time and effort as preparing copy for the printer. This first typing and checking was the last; we did not have to go through the tedious process of reading proof, checking revises and hoping that

(Continued on page 126)

Membership list of the Society of Exploration Geophysicists reproduced from the typewritten panels by photo offset.

Allied Radio's Offices

Two views of the offices of Allied Radio Corp., Chicago, showing some of the recently installed 500 Metal-Lux chairs made by Milwaukee Metal Furniture Co.

How to Determine Effectiveness Of a Punched Card Installation

ROBERT A. FERNSLER

Head, Equipment Branch, Office Methods Div., Dept. of the Navy, Washington, D. C.

MECHANIZATION has not only replaced many manual operations with a consequent saving in time and manpower, but has provided for the performance of certain operations, evaluations and predictions considered not feasible by manual methods. This is particularly true with punched card equipment.

Generally speaking, the average organization is not always blessed with punched card technicians who can get right to the root of inferior techniques and procedures. With this is mind, a check list and criteria have been developed for use as a guide in making a broad survey of a punched card installation. It is not intended to be used in lieu of a detailed procedural study, but rather as an indicator of areas requiring further investigation or the need for improvement within the unit. The system was devised by the Equipment Branch, Office Methods Division, Administrative Office, Navy Department. Although designed for surveys in the naval establishment, the check list and criteria are readily adaptable for use in punched card installations in business and industry. The check list contains three principal parts:

1. A resume of current utility and operating costs of the unit together with similar data for the previous year, to demonstrate growth or expansion and the reason therefore (see page 68).

2. A question and answer check list designed so that negative answers indicate to the analyst areas requiring further investigation and/or recommendations for improvement (see page 69).

3. A guide, the contents of which parallel the question and answer check list to suggest possible solution in problem areas. The guide follows:

PERSONNEL

1. Inadequate personnel ceilings cause a loss in machine rental by limiting the possibility of obtaining good utility. Unless there is an equitable ratio of personnel to equipment, a unit cannot expect to achieve high equipment utilization. The course of action followed in this particular situation will be dictated by the individual circumstances.

2. Overstaffing should be discouraged. It usually takes the form of maintaining surplus, or partially occupied personnel, to meet peakload requirements. The cause of peakloads should be investigated to determine if rescheduling, or the use of overtime, might not eliminate the need for extra personnel.

3. Where a firm is experiencing difficulty in recruiting and retaining personnel, an investigation into the condition should be made. The common sources of trouble in the punched card field are: (1) payscale of the unit is below that of other installations in the area competing for personnel; (2) short supply of labor in the area. An inadequate payscale can be determined by a cross comparison with other units in the area for the same type of work, and suitable recommendations made.

4. Training in the technical aspects of machine operation should be made available to all personnel. Manufacturers of punched card equipment conduct classes in various cities throughout the country. Where possible, these schools should be utilized. In addition, the unit should undertake the training of potential project planners and supervisors in the technical aspects of the methods and procedures of the activity.

EQUIPMENT

1. The equipment should be main-

RESUME OF PUNCHED CARD INSTALLATION
NAVEXOS-3702

DATE

TABULATING UNIT

UNIT NAME	ACTIVITY	FUNDING BUREAU

GENERAL MISSION OF THE UNIT

NAME OF UNIT HEAD

NAME OF PERSON CONTACTED

PERSONNEL

NUMBER OF PERSONNEL ON BOARD

GRADE	RANK	THIS DATE		ONE YEAR AGO	
		CIVILIAN	MILITARY	CIVILIAN	MILITARY
GS-13	CDR				
GS-12	LCDR				
GS-11	LT				
GS-10	LT J.G.				
GS-9	ENS				
GS-8	CPO				
GS-7	PO 1/C				
GS-6	PO 2/C				
GS-5	PO 3/C				
GS-4	SN				
GS-3					
GS-2					
GS-1					
TOTAL PERSONNEL					

EQUIPMENT

MAKE OF EQUIPMENT ☐ IBM ☐ REM. RAND

TYPE OF EQUIPMENT	PERCENT UTILIZATION	CURRENT QUANTITY	ONE YEAR AGO QUANTITY
TOTAL			

COST

		THIS DATE	ONE YEAR AGO
ANNUAL COST OF PERSONNEL	MILITARY		
	CIVILIAN		
ANNUAL RENTAL COST			
PURCHASE PRICE			
ANNUAL SUPPLY COST			
TOTAL ANNUAL COST OF OPERATION			

EXPLAIN ANY INCREASE IN PERSONNEL OR EQUIPMENT OVER THE PAST YEAR *(Use reverse side if necessary)*

tained in balanced proportions as determined by the workload. The existence of backlogs in a machine department usually requires an investigation of scheduling and procedures, or the acquisition of additional equipment of the type required for the particular operation.

2. Procurement of additional equipment should be supported by documented justification which proves its need and value to the organization. This justification is usually in terms of increased workload or expediting existing production requirements. In no event

(Continued on page 177)

PUNCHED CARD INSTALLATION CHECK LIST
(GENERAL EVALUATION)
NAVEXOS-3701

This check list is designed for either positive or negative answers. Negative answers indicate areas for further investigation or possible improvement.

PERSONNEL	YES	NO
1. ARE PRESENT PERSONNEL CEILINGS ADEQUATE?		
2. DOES THE UNIT REQUIRE ALL PERSONNEL ON BOARD?		
3. ARE PERSONNEL EASILY RECRUITED?		
4. IS THERE A TRAINING PROGRAM IN EXISTENCE?		

EQUIPMENT	YES	NO
1. IS EQUIPMENT ON BOARD SATISFACTORY IN QUANTITY AND TYPES?		
2. IS ADDITIONAL PROCUREMENT ALWAYS BASED ON A DOCUMENTED STUDY?		
3. IS ALL WORK ACCOMPLISHED ON A FIRST-SHIFT BASIS?		
4. HAS THE UNIT MACHINE CAPACITY FOR EMERGENCY EXPANSION?		
5. ARE TIME RECORDS OF MACHINE UTILIZATION MAINTAINED?		
6. ARE MACHINE UTILITY RECORDS REVIEWED PERIODICALLY?		
7. IS THE AVERAGE UTILITY OF ALL EQUIPMENT ABOVE 65%?		
8. IS THE UTILITY OF DUPLICATE PIECES OF EQUIPMENT ABOVE 50%?		
9. IS NORMAL DOWN-TIME OR EQUIPMENT FAILURE LESS THAN 3%?		

WORKLOAD	YES	NO
1. IS EACH JOB WEIGHED AGAINST OTHER METHODS OF PREPARATION PRIOR TO UTILIZING PUNCHED CARD EQUIPMENT?		
2. ARE SCHEDULES OF WORKLOAD PREPARED AND APPLIED?		
3. ARE WORKLOAD SCHEDULES MEASURED AGAINST ACTUAL PERFORMANCE?		
4. DOES THE UNIT MAINTAIN ONLY A NORMAL BACKLOG OF WORK?		
5. ARE THERE WRITTEN PROCEDURES FOR ALL JOBS?		
6. ARE ALL PROCEDURES UP-TO-DATE?		
7. ARE CURRENT FLOW-CHARTS MAINTAINED FOR ALL JOBS?		
8. ARE ALL MACHINE PREPARED REPORTS SCREENED PERIODICALLY?		
9. DOES THE INSTALLATION UNDERGO A PROCEDURAL STUDY AT LEAST ONCE A YEAR?		
10. IS THIS THE ONLY PUNCHED CARD UNIT IN THE ACTIVITY OR AREA?		
11. DURING PERIODS OF PEAK PRODUCTION, IS WORKLOAD INTERCHANGED WITH OTHER UNITS IN THE AREA?		
12. HAS A DOCUMENTED STUDY BEEN MADE TO DETERMINE THE ADVANTAGES OF CONSOLIDATING THIS UNIT WITH OTHERS IN THE AREA?		
13. ARE THE SERVICES OF THIS UNIT MADE AVAILABLE TO ALL DIVISIONS OF THE ACTIVITY OR OTHERS WITHIN THE AREA?		
14. ARE PERIODIC STUDIES OF THE ACTIVITY MADE TO DETERMINE WHAT JOBS BEING PERFORMED CLERICALLY COULD BE MORE ECONOMICALLY PREPARED ON PUNCHED CARD EQUIPMENT?		

SPACE	YES	NO
1. IS ASSIGNED AREA ADEQUATE?		
2. IS ALL ASSIGNED SPACE PROPERLY USED?		
3. DOES THE LAYOUT LEND ITSELF TO WORKFLOW?		
4. IS HOUSEKEEPING AND ORDERLINESS SATISFACTORY?		
5. IS ALL EQUIPMENT AND FURNITURE NEEDED?		

FILES	YES	NO
1. ARE RECORDS AND FILES MAINTAINED IN A SATISFACTORY MANNER?		
2. IS FILING SYSTEM ADEQUATE?		
3. HAVE RECORDS RETENTION OR DESTRUCTION DATES BEEN ESTABLISHED?		

0-73869

The punched card installation check list.
The resume form appears opposite.

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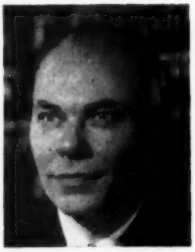
Sixth Annual

THE sixth annual international systems meeting of the Systems & Procedures Assn. of America will be held at the Sheraton Hotel, Chicago, Oct. 19-21. The organization, which now has over a thousand members, expects to see the largest attendance in its history at this meeting. A program of diversified interest to office executives and systems men and women has been arranged by a committee under John W. Wirth who is general conference chairman. The program will be highlighted by the subject of electronics

John W. Wirth

Harold R. Price



Dr. H. H. Aiken

International Systems Meeting

which will be presented by two prominent speakers.

Dr. H. H. Aiken, director of the Computation Laboratory at Harvard University, is particularly well qualified to explain how electronic computers operate. He has served as instructor in physics, communication engineering and applied mathematics for over 15 years. Matt W. Boz of Shell Oil Co., New York, will discuss management's problems in applying electronics to present office operations.

C. Stanley Battles of Continental Illinois National Bank & Trust Co., will tell registrants where to get systems information. The writing of procedures will be the subject of Prof. C. I. Haga of the University of Minnesota, who will show the effectiveness of the cook-book or recipe approach. Charles C. Chase, Harshaw Chemical Co., has a subject which, though it sounds prosaic, is ever important—forms!

As will be seen from the complete program on these pages, there will be another half-dozen subjects covered and these will include duplicating methods, personnel, etc. You need not be a member of SPAA to receive complete information and registration data which may be had by writing to C. H. Koebel, chairman of the registration committee, c/o Lumbermen's Mutual Casualty Co., Mutual Insurance Building, Chicago 4, Ill.

Sixth Annual SPAA Meeting Program

MONDAY, OCTOBER 19

"WHERE CAN I GET SYSTEMS INFORMATION?": C. Stanley Battles, *Manager, Methods Review Div., Continental Illinois National Bank & Trust Co., Chicago.*

"A COOK-BOOK APPROACH TO PROCEDURES WRITING": Prof. C. I. Haga, *University of Minnesota.*

"A COMPARISON OF DUPLICATING METHODS": B. Gustafson, *Skogmo, Inc.*

"FORMS, FORMS, FORMS!" Charles C. Chase, *Harshaw Chemical Co., Cleveland.*

TUESDAY, OCTOBER 20

"WHY WALK A TIGHTROPE?": W. Gill, *Washington, D.C.*

"PRODUCTIVE CONTROL THAT WORKS": S. J. Zullo, *Manager, Production Controls, Miehle Printing Press & Mfg. Co., Chicago.*

"THE OLD PROBLEM OF NEW FACES": James J. Macdonnel, *Price Waterhouse & Co., Chicago.*

"THE HOW OF ELECTRONIC COMPUTER OPERATION": Dr. H. H. Aiken, *Computation Laboratory, Harvard University, Cambridge, Mass.*

WEDNESDAY, OCTOBER 21

"YOU, ELECTRONICS AND TOP BRASS": Matt W. Boz, *Assistant Manager, Methods & Statistics Dept., Shell Oil Co., New York.*

"THE LOGIC OF EFFICIENCY": Dr. Robert P. Brecht, *University of Pennsylvania, Philadelphia.*

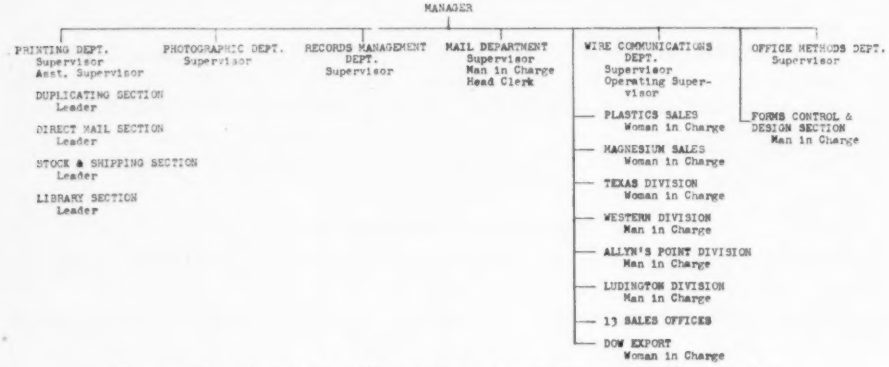
Dow's New Office Services Department

WILLIAM F. STUMPFIG
Manager, Office Services Dept., Dow Chemical Co., Midland, Mich.

MOST every company, large or small, is confronted with the problem of providing within its organization certain office services which either cannot be procured satisfactorily or as economically from outside sources or which may not even be available elsewhere. Usually the department that has the greatest need for such services is the one that equips itself to provide them. At least this has been the experience of Dow Chemical Co., manufacturer of chemicals, plastics and magnesium metals, whose administrative offices are at Midland, Mich. The company operates plants in Michigan, Texas, California, Connecticut, Illinois, in Colorado for the Atomic Energy Commission and in Ontario, Canada.

Until recently, the various office service functions provided by the company were furnished by a number of different departments. Duplicating and allied services at one time came under the plant service department and later were transferred to the advertising department. Photographic services started as a section of a research laboratory and were later transferred to the public relations department. Records management functions were carried out by a section of the standards department. Incoming mail was handled by the accounting department, and outgoing mail by the traffic department.

Experience showed that each department operating particular office services had first claim on those services with the result that other departments often had to wait for assistance. Furthermore, the various service units needed closer attention if they were to attain top operating efficiency and provide top quality service. Recognizing the need for improving its organizational structure to provide better and more economical office services, Dow recently consolidated all office service functions under an of-



Organization chart of the office services department at Dow Chemical Co.

New

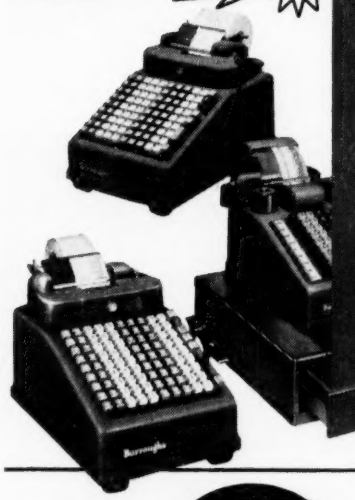
Burroughs

DEALER PROGRAM

points the way

TO

PROFITS



—Preference for Burroughs products is built on 67 years of dependability!

—Revised discount plan makes dealer sales efforts worth more than ever!

—Optional Burroughs service for the machines you sell!

—First-rate comprehensive sales-promotion program and point-of-purchase dealer helps!

—Impressive impact of consistent national advertising!

—Training in product know-how makes Burroughs sales easier!

—Solid customer satisfaction means greater P-R-O-F-I-T-S in selling the famous Burroughs adding machines and cash registering machines!

WHEREVER THERE'S BUSINESS THERE'S

Burroughs

BURROUGHS CORPORATION, DETROIT 32, MICHIGAN

Tell us more about the profitable new Burroughs Dealer Plan!

NAME _____

FIRM _____

ADDRESS _____

CITY _____ **ZONE** ____ **STATE** _____

fice services department.

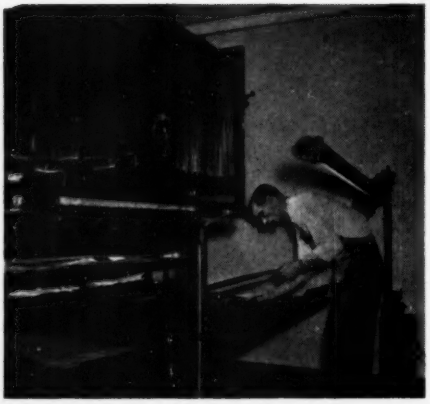
Under the new arrangement, the office service units are completely divorced from any connection with the administrative or operating departments and the manager of the office services department is directly responsible to the treasurer of the company. The various units included in the new organization are the printing department, photographic department, records management department, wire communications department, mail department, and office methods department.

The reproduction methods available in the printing department are offset,

The records management department provides photocopies of valuable, non-current records.

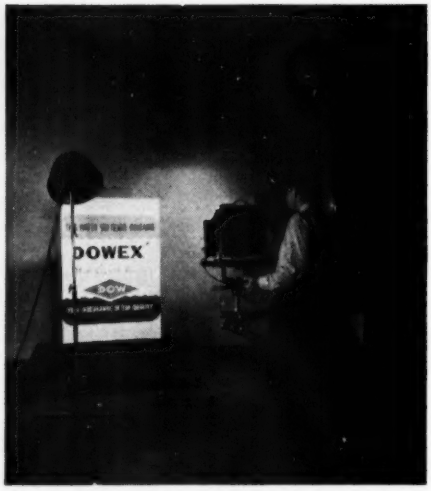
spirit, stencil, and relief as well as automatic typewriters for the production of personalized letters. The main function of this department is to handle emergency, short-run duplicating jobs consisting of 25 to 10,000 copies. The average number of copies per master is 275. Equipment consists of 6 offset duplicators, 2 Multigraph machines, 2 stencil duplicators, and 1 spirit duplicating machine. During 1952, 35,000 masters were run for a total of 9½ million copies.

Included in the printing department is a direct mail section which maintains



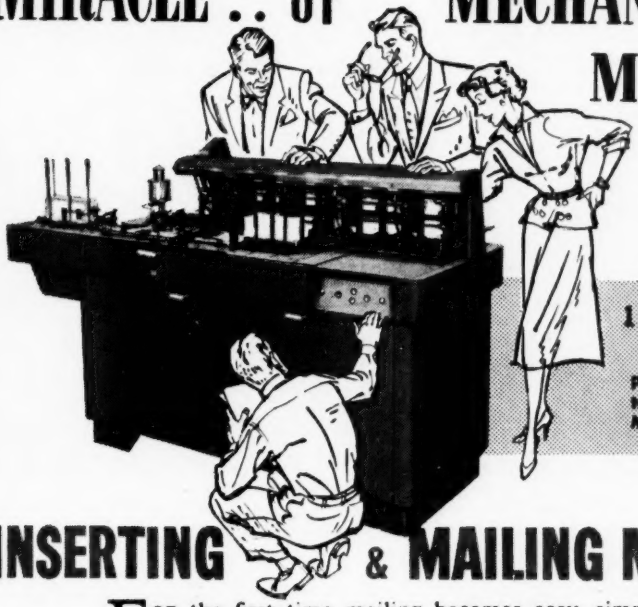
Some 84,000 Photostats are made annually.

mailing lists and handles the mailing of the various company publications as well as numerous interdepartmental mailings. It handles more than 3 million pieces of mail a year and makes approximately 60,000 changes in the various mailing lists each year. Envelope addressing is done with addressing machines which imprint 6,000 ad-



The photographic department supplied all parts of Dow's Midland Division with 110,000 prints of 21,000 photos last year.

MIRACLE .. of MECHANIZED MAILING



CUTS COSTS BY 80%!

1 UNIT PERFORMS 7 OPERATIONS

PREPARES 3,000 to 4,000 PIECES of MAIL PER HOUR

INSERTING & MAILING MACHINE

For the first time mailing becomes easy, simple, economical. With miraculous precision and speed Inserting & Mailing Machine performs *all* the intricate mailing operations — gathers enclosures, inserts in envelope, seals, meters postage or prints indicia, counts and stacks. Actual dollar savings are so great that many users are cutting costs by 80%. Check your savings! Write for more information or ask for demonstration. No obligation, of course.

INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

• COUPON •

INSERTING AND MAILING MACHINE CO., Dept. OF.
PHILLIPSBURG, NEW JERSEY

☐ Send booklet—*Reducing Mailing Costs by 80%.*

☐ We would like to test the economy of the *Inserting & Mailing Machine.*

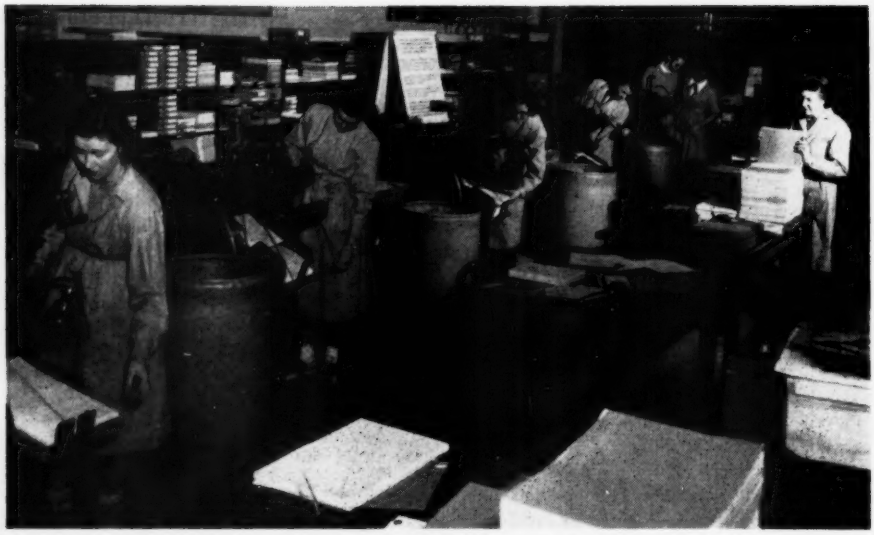
Individual .....

Firm .....

Address .....

City .....**Zone** .....**State** .....

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS



Offset duplicating section of the office printing department. Last year Dow made 9½ million copies from 35,000 masters in all duplicating processes.

dresses per hour. All metered mail is sorted automatically by machine by city and state and tied in bundles with an automatic tying machine before delivery to the Post Office. Another function of the printing department is stocking and shipping of sales literature and office forms. Approximately 36,000 packages for a total of 90 tons are shipped per year.

The work of the photographic department covers most of the phases of industrial photography. These fall broadly into five principal classifications: research, records, products and plants, employee training, and public relations and advertising. It has the latest type of photographic equipment and is housed in a well-designed layout. The annual volume of work done by this department consists of approximately 21,000 photographs, 110,000 photographic prints, 84,000 Photostats, 4,200 lantern slides, and 1,800 feet of 16mm. film.

Morley Strauch; James P. Drean, in charge of forms design; and Hugh S. Gurnee Jr., office methods supervisor, confer on the design of a new salesmen's form.

The records management department is responsible for providing competent and reliable records service for noncurrent records, including storage space and microfilming service. Records retention and destruction policies are established by a management records disposition committee and are carried out by this department. The volume of records stored comprises the equivalent of 5,000 letter size file drawers and 5,400 rolls of microfilm. Some of the records go back as far as the year 1900.

Three services are operated by the

You Prevent "Glaring" Errors

WHEN YOU CHOOSE EASY-TO-WORK-WITH HAMMERMILL LEDGER

Your accountants will appreciate the way in which Hammermill Ledger's low-gloss finish speeds work because it reduces eyestrain. And you'll save money through a reduction in errors and lost time. Hammermill Ledger paper has a firm surface that rules perfectly and provides clean printing on accurate forms. Its splendid texture is ideal for typing and writing. Test its strength, durability, and glare-reducing surface.

HAMMERMILL GUILD OF PRINTERS

You can obtain business printing on Hammermill papers wherever you see this shield on a printer's shop window. Let it be your guide to printing satisfaction.

LOOK FOR THIS WATERMARK

HAMMERMILL LEDGER

MADE BY THE MAKERS OF HAMMERMILL BOND

Hammermill Paper Company,
1463 East Lake Road, Erie 6, Pa.

Please send me—FREE—the sample book of HAMMERMILL LEDGER.

Name .....

Position .....

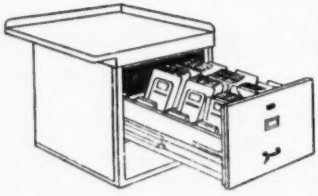
(Please attach to, or write on, your *business* letterhead.) TO-OCT.

Saving These Records Saved Our Business!

Yes, the building was burned out yesterday but they're ready to carry on. This firm's very existance depended on records and their immediate availability. Accounts receivable, inventories, cost records and all vital data lived through this blaze and the business went on.

Shaw-Walker "time-engineered" Fire-File Desks can prevent business disaster for you too. They can provide positive 24-hour point-of-use fire protection and organize every detail so as to ensure top speed production of all accounting work.

Since 1899 Shaw-Walker research has developed close to 4000 time-savers to help make the most of every working minute—desks, Fire-Files, filing cabinets, loose-leaf and payroll systems—everything for the office except machines.



The Shaw-Walker accounting machine desk is fire-insulated on all six sides. Holds removable trays for accounting records of every size. Point-of-use fire protection for accounts saves steps—speeds production. Convenient, uncluttered working top for maximum efficiency. Patented trays automatically produce wide V-opening wherever fingers touch forms. Easy-opening drawers reduce fatigue.

"Built Like a Skyscraper"

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World
Executive Offices at Muskegon, Michigan
Branches, Dealers in All Principal Cities

Write for FREE BOOKLET

The booklet, "Time and Office Work," is packed with ideas for *stretching* office time. A wealth of information on *"time-engineered"* office systems and equipment. 36 pages! Many color illustrations! Write today, on business letterhead to: Shaw-Walker, Muskegon 48, Michigan.

Dow uses a Macey Collator which gathers duplicated pages for binding at the rate of 20,000 sheets an hour.

wire communications department for sending written messages by wire via Dow's private line teletypewriter system, teletypewriter exchange service, and commercial telegraph. It also provides a teletype stenographer service at many company locations, which is used by local employees for telephoning messages to their wire communications center for transmission to distant points.

The private line teletypewriter system is maintained to provide an in-

Stock and shipping section of Dow's office printing department from where an average of 36,000 packages or 90 tons of duplicated material goes to Dow's customers and sales offices each year.

stantly available and continuous communication medium for exchanging information between the various manufacturing plants and the 13 sales offices. This service also includes a means by which order forms are transmitted by teletype from the sales offices to the various manufacturing plants. Teletype-

PRINTING DEPARTMENT PRODUCTION CONTROL SHEET

MONTH YEAR

TYPE OF MACHINE	THIS MONTH					YEAR TO DATE					SAME PERIOD LAST YEAR				
	MACH. HRS.	JOBS	SHEET PRODUCTION	MATS	EMP.	MACH. HRS.	JOBS	SHEET PRODUCTION	MATS	EMP.	MACH. HRS.	JOBS	SHEET PRODUCTION	MATS	EMP.
OFFSET															
2066 A															
1250 B															
1250 C															
1250 D															
1250 E															
1250 F															
TOTAL															
RELIEF															
250 A															
239 C															
TOTAL															
RELIEF COMPOSITION															
TOTAL															
STENCIL															
92 A															
92 B															
TOTAL															
HECTOGRAPH															
14D44															

OTHER WORK

	HOURS	ORDERS	LETTERS	MATS	EMP.	HOURS	ORDERS	LETTERS	MATS	EMP.	HOURS	ORDERS	LETTERS	MATS	EMP.
PLATE MAKING															
XEROX. "A"															
XEROX. "B"															
XEROX. "C"															
COMPOSITION															
FINISHING															
FLEXO-WRITER															
OZALID															

	RECEIVALS	ORDERS	POUNDS	EMP.	RECEIVALS	ORDERS	POUNDS	EMP.	RECEIVALS	ORDERS	POUNDS	EMP.
STK. INV. & SHIPMENTS												

DIRECT MAIL

	QUANTITY	EMP.	QUANTITY	EMP.	QUANTITY	EMP.
ADD. DEL. CORR.						
DIRECT MAIL						
EVELOPED						
MISCELLANEOUS						

EMPLOYEES

TOTAL PRODUCTIVE					
TOTAL NONPRODUCTIVE					

About 60,000 address plate changes are made each year for Dow's mailing lists.

Dow's mail department expects to handle a million pieces of mail this year.

This view of the mailroom shows the two horseshoe-shaped sorting racks, each with 260 compartments, for incoming and outgoing mail. Tying machine is at left. (A portion of this photo appears on the cover.)

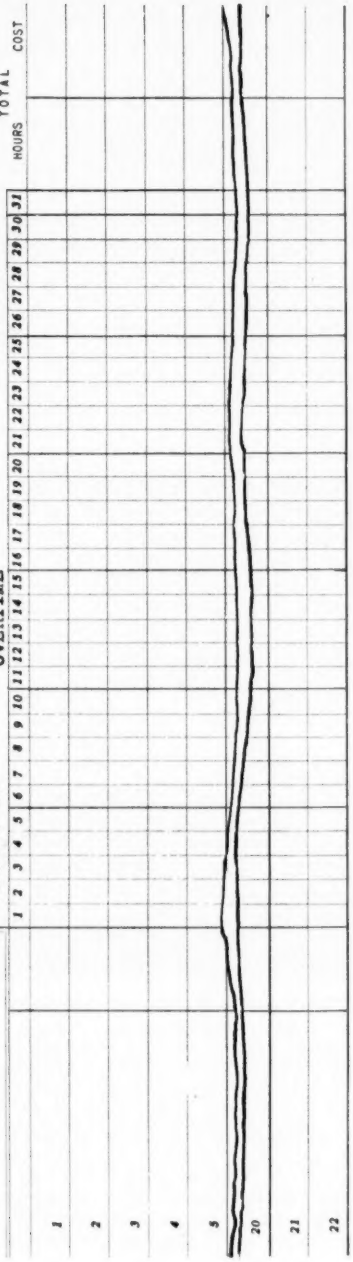
writer exchange service is used for the transmission of messages to points which are not connected with the private line teletypewriter system and for clearing overload traffic to points on this system. Commercial telegraph is used at points which cannot be reached by the private line teletypewriter system or teletypewriter exchange service. The total annual volume of traffic is approxi-

MONTH	YEAR	DEPARTMENT

COST REPORT

SUB-ACCT.	DESCRIPTION	BUDGET		ACTUAL COSTS		
		MONTHLY	YR. TO DATE	THIS MONTH	YR. TO DATE	SAME PERIOD LAST YR.
2	INDIRECT LABOR, SALARIES, WAGES, VACATIONS					
14	LABOR ON WORK FOR OTHER ACCOUNTS					
3	OPERATING SUPPLIES					
5	MAINTENANCE LABOR					
6	MAINTENANCE MATERIAL AND INTER-PLANT CHARGES					
10	INSURANCE					
11	TAXES					
12	FACTORY EXPENSE OVERHEAD					
13	DEPRECIATION					
16	TRAVELING EXPENSE					
17	CARS AND TRUCKS					
19	SUPPLIES & MATERIAL ON WORK FOR OTHERS					
20	FORMS DESIGN LABOR					
21	FORMS DESIGN MATERIAL					
22	RENT					
	TOTAL					
444	CREDITS					
	NET EXPENSE					

COMMENTS:



The form above and those on pages 80, 82 and 84 are used by Dow Chemical Company's office services department.

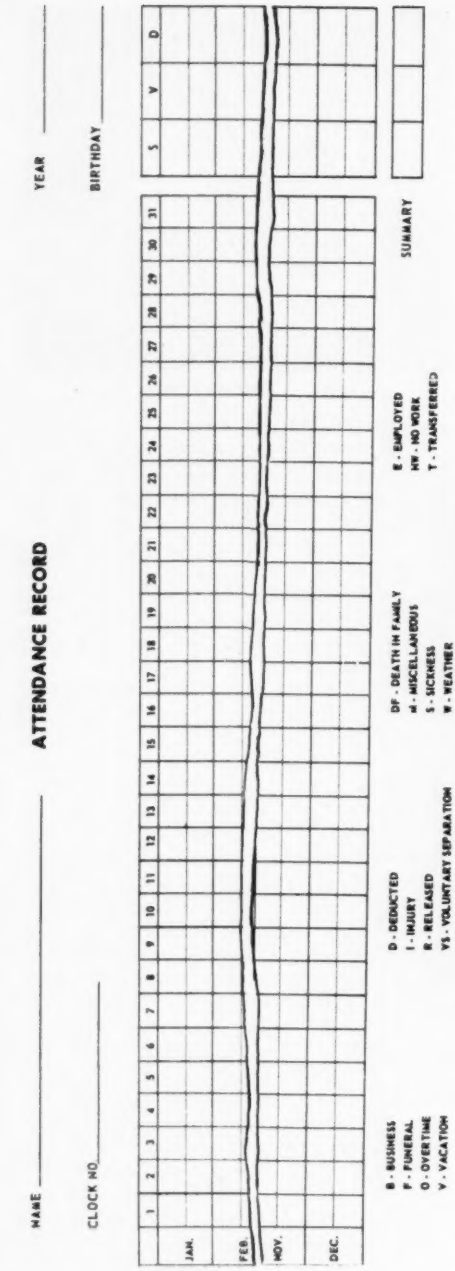
Designing a new Dow office form.

mately 700,000 messages.

The new mail department, which combines the handling of both incoming and outgoing mail, is equipped with the latest type of mail handling equipment in the way of sorting racks, postage meters, letter openers, specially indexed delivery carts, etc. Mail is received and distributed continuously during the day and a messenger system is operated, furnishing 20-minute service.

The office methods department furnishes to offices, plants, and laboratories throughout the company a service to assist in the development of smooth-running, economical clerical activities. It also operates a forms design section charged with the responsibility of design and control of thousands of forms now used. In the Midland Division alone active forms currently number approximately 5,000. Other functions of this department are the establishment of office equipment standards and office layout and a filing systems service.

As a first step in setting up this new organization, the functions and jurisdictions of each departmental unit were clearly defined in writing. This action was taken to avoid any misunderstanding with respect to similar functions. For example, the printing, photographic, and records management departments all furnish a type of duplicating service and there was a need for defining the type of duplicating service

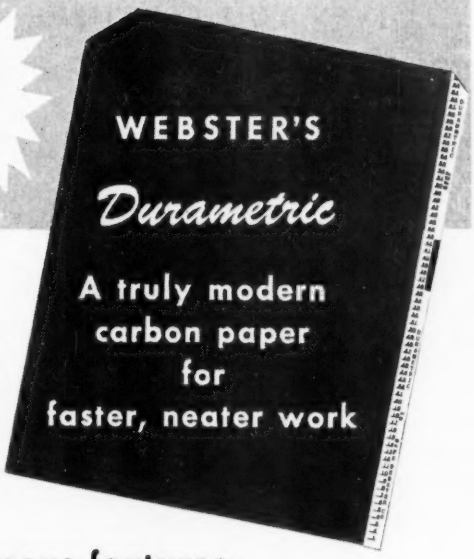


for which each was responsible. As a possible further move, all of these duplicating operations may be combined.

Insofar as practical, four of the units (printing, photographic, records management and wire communications) have been placed on a charge-out system. The charge-out rates are figured on a cost basis and include all cost factors such as personnel, overhead, utilities, rent, depreciation, taxes, maintenance and supplies, and other miscellaneous services. One advantage of such a system is that the rates can be compared with the cost of the same services from outside sources or with other information available. Thus supervision is provided with the means of measuring the efficiency of each operation. This sys-

This functional index is the foundation of Dow's forms control program. It contains a sample of each form used throughout the company, classified and filed by subject matter of the form, operation or condition involved and function being performed. In a matter of seconds, employees of the forms design section can tell how many forms of all kinds are used by the company; which ones duplicate those used in other departments; which can possibly be eliminated and what they look like.

NEW



Webster — long the quality name in duplicating supplies — introduces a new improved carbon paper. This latest "Webster First" is so long-lasting, so satisfactory in use, that it's called DURAMETRIC. It has all the famous features of Webster's MultiKopy Micrometric plus qualities all its own that will save time and trouble and raise work output in your office.

These famous features:

☆ Webster's exclusive scale edge to measure typing lines remaining on page — prevent "running over".

☆ Scale edge protects fingers and papers from carbon smudge.

☆ Webster's superior inking assures sharp clear impression.

PLUS these new features:

☆ Special SHURFLAT treatment on the back of every sheet.

☆ Added crispness and durability for easy handling, long service.

Durametric will last longer and work better. There's a weight and finish for every office need. Give DURAMETRIC a trial now! Leading office equipment dealers stock it.

FOR FREE SAMPLE
write on your office letterhead, specifying make of typewriter and number of carbons required.

F. S. WEBSTER COMPANY

8 Amherst Street Cambridge 42, Massachusetts

A *New* Translucent Master Paper . . .

THAT GIVES YOU CLEANER, SHARPER COPIES . . .

Much Faster

Purchasing, Receiving, Shipping, Invoice Forms. Charts, Graphs, Drawings. Payroll, Production, Accounting, Shipping Forms. Letterheads.

Gilbert *Translucent Master Papers*

For Direct Print Copy Machines

Gilbert Translucent Master Papers have been carefully engineered to give you best results from your direct copy machine. These papers have excellent natural translucency which combined with their special blue-white color allows the light to transfer the material to be copied at a much faster rate.

The new cotton fibre content of Gilbert Translucent Master Papers provides the strength lightweight papers must have to stand up under erasures and continued handling. Then, too, they offer exceptional cleanliness—all-important to accurate copying. Why not let us send you samples for your own test?

FREE—Test Kit of Gilbert Translucent Master Papers . . . Send for it today.

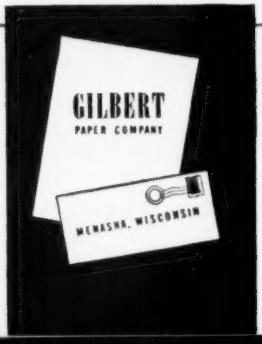
Gilbert Paper Company
Menasha, Wisconsin

Please send me test kit of Translucent Master Papers

Name .....

Firm Name .....

Street Address ..... City ..... State .....



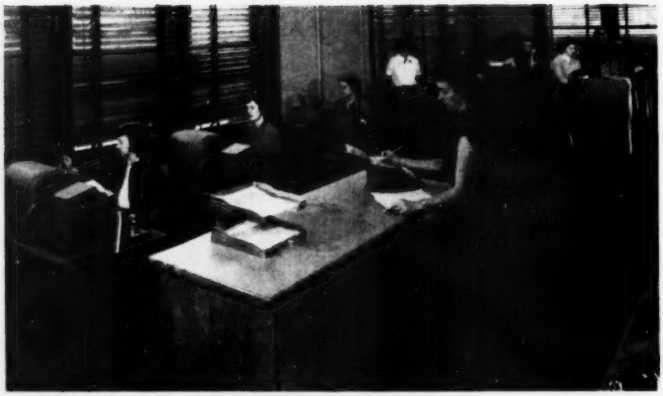
The telephone bureau of Dow's wire communications department types messages dictated over the phone.

tem has the added advantage of bringing to the attention of the ordering department the cost of each order, which promotes greater care in ordering.

The only departments where charge-out systems have not been installed are the mail department and the office methods department. Obviously it would not be practical to operate a charge-out system in the mail department, and it was felt that at least for the time being no charge should be made for the services of the office methods department, the idea being to encourage the use of its services.

To keep supervisors and management fully informed on the performance of each department, a series of reports have been developed covering production, operating expense, overtime, absenteeism, and projects undertaken. Admittedly, the preparation of such reports takes time but the information developed is considered absolutely essential to good supervision and management. To help one supervisor of an office service department benefit from the knowledge and experience of another,

Above: Splicing microfilmed records of which Dow films over 8 million a year. At right: Checking a photocopy against an original record.



Four teletypewriters punch messages into tapes for transmission throughout the U. S. and Canada.

Universal cabinets receive wire communications destined for Dow at Midland or other points to which the messages are retransmitted.

and to accomplish greater coordination among the various office service departments, bi-weekly meetings are held to discuss various phases of these operations. The responsibility for each meeting is assigned to a particular supervisor on a rotating basis. The supervisors are very enthusiastic about the benefits derived from these meetings. The discussions often develop ideas that can be used to good advantage in other departments.

Although consolidation of the office service functions was completed only last January, noteworthy and highly gratifying results have become apparent. The consolidation has given the various departmental units greater prestige, and this in turn has been reflected in favorable employee attitudes resulting in greater production and increased desire to provide better service.

Postage Rates Going Up

Domestic parcel post (4th class) postage rates go up Oct. 1. On Nov. 1 there will be higher rates for non-air international mail (letters, post cards and printed matter) to all countries except Canada and Mexico.

SWIFT, ERROR-PROOF COMMUNICATION

VIDEOCOPY

entire copy scanned and duplicated video-electrically

- **COMMUNICATION SYSTEM**
- **INTERCOM SYSTEM**
- **OFFICE DUPLICATOR**

The technology of communication on which modern business is so dependent has now reached its zenith with VIDEOCOPY, the new time-saving, error-proof method of facsimile reproduction, developed and perfected by Winchester Industries.

Just by simply inserting the copy into the VIDEOCOPY machine, an entire record can be duplicated on the spot in any desired quantity or transmitted to other departments or branch offices over wire or radio. Copy is duplicated instantly and accurately by machines located at headquarters or distant points without the time consuming preparation or manual operation required by other types of communicators. There is no chance of error since VIDEOCOPY employs the same electronic scanning principle as television.

VIDEOCOPY is the ideal way for headquarters to keep in touch with sales, production, financial, traffic, or inventory problems. Dollar-wise there are distinct advantages too since it speeds up business operations, avoids costly errors, and effects savings by reducing costs of extra office personnel and messenger services. For full particulars, write for bulletin.

When you're at the National Business Show, Grand Central Palace, New York, you can see a demonstration of VIDEOCOPY in Booth 260.

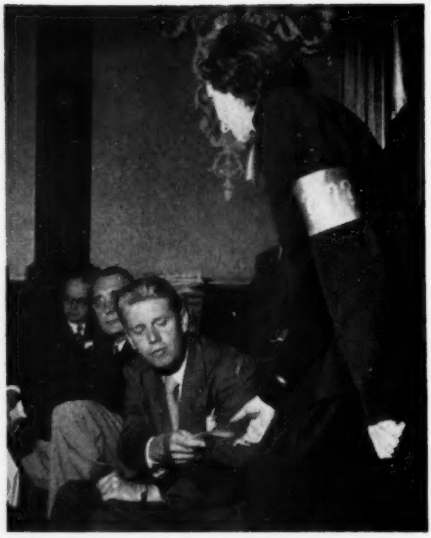
A few choice distributorships still available.

WINCHESTER INDUSTRIES, INC.

36 River Edge Road, River Edge, New Jersey

AMA Office Management Conference in New York, Oct. 12-14

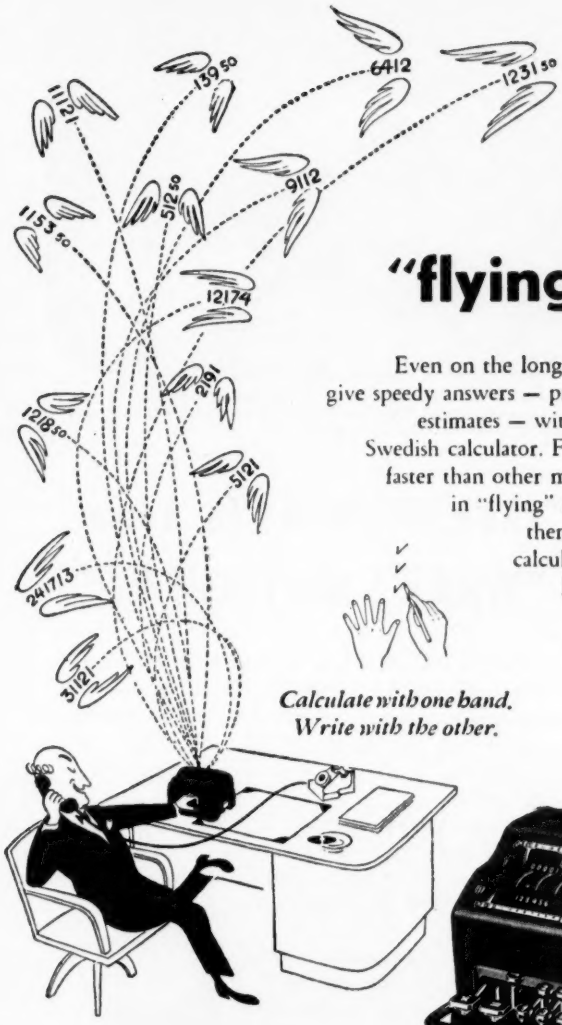
EXECUTIVES attending the annual office management conference of American Management Assn. at the Hotel Astor, New York, Oct. 12-14, will hear first-hand reports of how 17 progressive companies are improving their office planning. Speakers will discuss such topics as human relations, cost determination, cost reduction, office machine purchasing, office electronics, and work standards. Registrants at the three-day conference also will have the opportunity to view manuals, charts, reports, and forms from a number of AMA member companies, combined in the group's annual office management conference exhibit. Special displays will illustrate Prudential Insurance Co. of America's quality improvement program, Old Colony Envelope Company's work simplification program, and Milwaukee Gas Light Company's service manual and office operations.



The "question girl" is a familiar figure at AMA conferences where she picks up listeners' questions and delivers them to the speaker to be answered.

The speaker at the closing luncheon, Peter F. Drucker, Montclair, N. J., author and management consultant, will cover a long-neglected area of organization, giving the results of his recent thinking and writing on "The Spirit of an Organization." S. Eugene Bychinsky, secretary, BullDog Electric Products Co., Detroit, will describe his company's program for giving super-

Exhibits similar to this will be presented by Prudential Insurance Co. of America, Old Colony Envelope Co., and Milwaukee Gas Light Co.



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Even on the long distance telephone you can give speedy answers — price calculations, quotations, estimates — with Facit, the fully automatic Swedish calculator. Facit computes 5 to 10 times faster than other methods. Your answers come in "flying" figures, just when you need them. And anyone can learn to calculate in 15 minutes thanks to Facit's revolutionary 10-key system. Besides — you can operate the Facit with one hand, leaving the other free for the phone or making notes.

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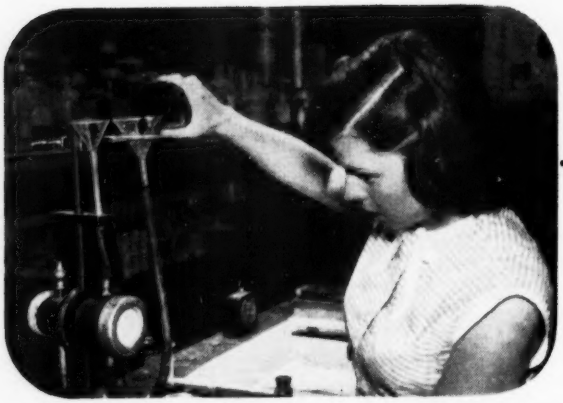

Chemical test for moisture absorption of envelope paper — one of many tests and quality controls devised and used by the U.S.E. laboratory.

They all want to know

"WHAT'S IN IT FOR ME"

BOB, a printer, wants ways to make his work more effective and profitable; RUTH, a stenographer (and a steady user of envelopes) wants to know what will make her job easier; BILL, a Purchasing Agent, is looking for values that pay off for him.

Imagine sitting in with such a group of experts as they study the steps taken to insure the quality of U.S.E. envelopes! — asking at each step; "What good is it — what does it do — *for me?*"

They all get the answers, in this book: "What's In It For Me?" — available now from your paper and envelope merchant. Ask him to get a copy for you.

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Divisions from Coast to Coast

SPRINGFIELD 2, MASSACHUSETTS

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AMA Office Conference Program

MONDAY MORNING, OCTOBER 12

Chairman: K. B. Willett, *Vice-President, Hardware Mutuals, Stevens Point, Wis.*

OPENING ADDRESS: Lawrence A. Appley, *President, American Management Assn., New York.*

HOW TO KNOW YOUR OFFICE COSTS: J. McCall Hughes, *Vice-President and Controller, Mutual Life Insurance Co. of New York.*

PLANNING AND EXECUTING A COST CONTROL PROGRAM: Robert E. Burton, *Manager, Control Div., E. I. du Pont de Nemours & Co., Wilmington, Dela.*

MONDAY AFTERNOON, OCTOBER 12

Chairman: James Foley, *Director, Products & Methods Research, Remington Rand, Inc., New York.*

GETTING EMPLOYEE PARTICIPATION IN PLANNING: S. Eugene Bychinsky, *Secretary, Bulldog Electric Products Co., Detroit.*

PLANNING THE PURCHASE OF OFFICE MACHINES—THE ENGINEERING DECISION: Joseph V. Downs, *Accountant, American Telephone & Telegraph Co., New York.* THE FINANCIAL DECISION: Charles I. Keelan, *Office Methods Specialist, Johns-Manville Corp., New York.* THE HUMAN RELATIONS ASPECT: Marion A. Bills, *Assistant Secretary, Aetna Life Insurance Co., Hartford, Conn.*

TUESDAY MORNING, OCTOBER 13

Chairman: Herman Knauss, *Planning Director, Mutual Life Insurance Co. of New York.*

A FRESH LOOK AT THE OFFICE ORGANIZATION: W. M. Drake, *Supervisor, Facilities Services, Aircraft Gas Turbine Div. General Electric Co., Cincinnati.*

OVERHAULING WIRE COMMUNICATIONS: Vincent J. Murphy, *Central Communications Dept. Manager, Union Carbide & Carbon Corp., New York.*

A REVIEW OF DEVELOPMENTS IN OFFICE ELECTRONICS: Ralph Eidem, *Director of Electronic Research, Ernst & Ernst, Chicago.*

TUESDAY AFTERNOON, OCTOBER 13

Chairman: James M. Kalbach, *Methods Group Supervisor, Engineering Services Div., E. I. du Pont de Nemours & Co., Wilmington, Dela.*

BUILDING A WORK STANDARDS PROGRAM FOR THE OFFICE—Panel: Harry L. Archey Jr., *Secretary, Fidelity Mutual Life Insurance Co., Philadelphia;* Arthur E. Fain, *Supervisor, Clerical Cost Control, Pratt & Whitney Div., United Aircraft Corp., East Hartford, Conn.;* L. C. Shinn, *Works Administrative Assistant, International Nickel Co., Huntington, W. Va.;* Edgar T. Speer, *Methods Analyst, Prudential Insurance Co. of America, Newark, N.J.*

WEDNESDAY MORNING, OCTOBER 14

Chairman: E. H. Conarroe, *Manager, Policyholders Service Bureau, Metropolitan Life Insurance Co., New York.*

INCREASING OFFICE PRODUCTIVITY BY JOB ENLARGEMENT: J. Douglas Elliott, *Supervisor, Customers Billing Dept., Detroit Edison Co.*

AN INTEGRATED PERSONNEL PROGRAM FOR THE SMALL OFFICE: W. Keith Hafer, *Director of Human Relations, Fisher & Porter Co., Hatboro, Pa.*

SALVAGE THE PROBLEM EMPLOYEE!: Dr. Lydia G. Giberson, *Personal Advisor, Metropolitan Life Insurance Co., New York.*

THE SPIRIT OF AN ORGANIZATION: Peter F. Drucker, *Management Consultant, Montclair, N.J.*

visors and work groups a meaningful part in planning. Other human relations topics to be covered include Detroit Edison's experience in increasing office productivity through job enlargement, Metropolitan Life's approach to

the problem employee, and small-company applications of modern personnel techniques.

Planning and executing a program of cost control will be discussed by Robert E. Burton, manager, control division, E. I. du Pont de Nemours & Co., who will outline the operation of DuPont's company-wide cost reduction program. Other sessions related to cost problems will deal with measurement of office costs and economies that can be made by overhauling wire communications.

A five-man panel under chairmanship of James M. Kalbach, group supervisor, methods group, Management Engineering Section, Engineering Services Div., DuPont, will pool their experience with clerical work standards. Panel members will be Harry L. Archey Jr., secretary, Fidelity Mutual Life Insurance Co., Philadelphia; Arthur E. Fain, supervisor, clerical cost control, Pratt & Whitney Aircraft Div., United Aircraft Corp., East Hartford, Conn.; L. C. Shinn, works administrative assistant, International Nickel Co., Huntington, W. Va.; and Edgar T. Speer, methods analyst, Prudential Insurance Co. of America, Newark, N. J.

A second panel group will summarize the engineering, financial and human relations decisions involved in the purchase of office machines. Other speakers will review developments in office electronics and describe the office organization established at General Electric's Lockland, Ohio, plant.

Records Insurance

VALUABLE PAPERS and records insurance, and accounts receivable insurance, two types of protection for business, are explained in a bulletin released to the agents of Security-Connecticut Insurance Companies of New Haven. Both these policies insure against practically all risks at rates based on the fire insurance rates where the property is located. In most cases the actual rate per $100 of property insured is less than the fire insurance rate. The valuable papers and records insurance pays an agreed amount for each noted record or the replacement of the unlisted records including both materials and labor. Accounts receivable insurance pays all sums due the insured from his customers which the insured is unable to collect because of loss of records of accounts receivable and includes the extra expense of collections, or establishing the amounts of the accounts, at that time.

Valuable papers and records include books (of records or any other type), maps, films, drawings, abstracts, deeds, mortgages, manuscripts and any other written, printed or otherwise inscribed documents (not money and securities). This policy provides for two types of protection: scheduled and blanket. Each scheduled and described article is insured for an amount agreed upon between the insurer and the owner as to the value. Blanket coverage pays on the basis of cost of replacement: materials and labor or actual cost of replacement if reproduced by someone other than the insured.

When records of accounts receivable have been destroyed, it might seem hard to establish the amount of money lost. Here is an example of the procedure used: As a base figure you take the amount of accounts outstanding at the end of the same month of the previous year. To this is applied a percent of average increase or decrease for the 12 months ending on the last day of the second month preceding the month in which the loss occurred. From this amount are deducted (1) the amount of the accounts which can be established after the loss and (2) an amount for normal bad debts.

Both these forms of insurance, being all risk, repay in the event of fire, flood, windstorm, earthquake, vandalism, explosion, burglary and many other hazards.

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LETTER PLACEMENT GUIDE

. . . helps your secretary improve the appearance of your letters! Slips into typewriter under letterheads . . . helps typist set correct margins and center every letter perfectly. Cuts down re-typing . . . saves time and paper. Write for your copy and free Sample Kit of Coupon Onion Skin–use coupon below.

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Exclusive feature . . . with these fine Eagle-A papers:

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COUPON BOND

100% RAG
COUPON ONION SKIN
AGAWAM BOND
AGAWAM ONION SKIN

75% RAG CONTENT
CONTRACT BOND

50% RAG CONTENT
ACCEPTANCE BOND

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TYPE-ERASE ONION SKIN

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Holyoke, Mass., Dept. O-5

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NAME_____

TITLE_____

Posture Chairs For Everybody In Philip Morris' Offices

L. G. HANSON
Vice President and Treasurer, Philip Morris Co., New York

Mr. Hanson

SOME 250 PERSONS in our executive offices at 100 Park Avenue, New York, ranging from the chairman of our board to the newest stenographer, can express gratitude for the chronic backaches suffered a few years ago by one of our executives. It was this man's discomfort which led our office manager, Robert Hartwick, to suggest that he try a posture chair for relief, and which resulted not long afterwards in the decision to equip our entire office with this type of seating. The installation was made when we transferred our headquarters to the new 100 Park Avenue building two years ago, giving ourselves a splendid new home in which no detail was left to chance, but every aspect of location, layout, equipment and decor was thoroughly planned.

When our offices were moved from the Fifth Avenue Building in which we had been quartered for 21 years, there was a general realization that we were leaving

This view of Philip Morris' customer service department shows everyone sitting properly in a posture chair.

FILING REVOLUTION

WAR AGAINST WASTE

If your file clerks have to walk, stretch, bend, pull, stoop, in any way, your records will not "come out on top" in the revolution to mechanized filing . . . Your best ally for defeating wasted time and motion, error and fatigue is —

The Ferris MASTER ROTARY FILE

FACTS —

- **Up to 37% of capacity visible**
- **Contains up to 190,000 records**
- **Accommodates *any* card size 2 x 3 thru 8½ x 11**
- **Cards rest unattached in removable trays**
- **Desired card comes to the clerk in an average time of three seconds**

Save time

Save work

and

Floor space

CARDINAL FACT —

Only Ferris Files offer a truly functional relationship between the operator, the card facing and the posting area. Countless studies and case histories reveal savings as high as 100%

WRITE —

for complete information

Ferris *Business Equipment, Inc.*

244 Great Meadows Road, Stratford, Conn.

Martin Powers of Do-More Chair Co. adjusts a posture chair for Philip Morris' receptionist, Jean Shortt.

much behind—memories of good years in the life of the company and in the lives of those of us intimately associated with Philip Morris for many years, and this we regretted. We were happy, however, to be leaving behind a number of inconveniences and of equipment that, once new and modern, had since become outmoded. We left behind the causes of a good many backaches, of too-early-in-the-day fatigue, and of general physical discomfort arising from our work at desks and typewriters.

Our new chairs are the Do-More executive, conferee, and clerical type, upholstered in standard colors. There was some concern, at first, that it might prove desirable to have custom upholstery, but Egmont Arens, who designed our offices, found the standard colors fitted excellently into the color harmonies he wished to use in the general decor. Through use of harmonizing colors—a basic green complemented by rust and other shades of green, as well as some deep reds—monotony has been done away with and an effect restful to the eyes has been achieved.

The gentleman to whose backaches we owe our present comfortable seating differed from many other people only, perhaps, in that he voiced his complaints at the office as well as to his family doctor. Several other men, and some secretaries, later disclosed that they, too, had been accustomed to feeling physically ill at ease after a day's hard work, or even a few hours', at their desks. They differed from the more vocal executive only in that they took it for granted, assuming it was one of the prices man pays for having come down out of the trees to become civilized.

(Continued on page 195)

The accounting department in Philip Morris' New York offices.

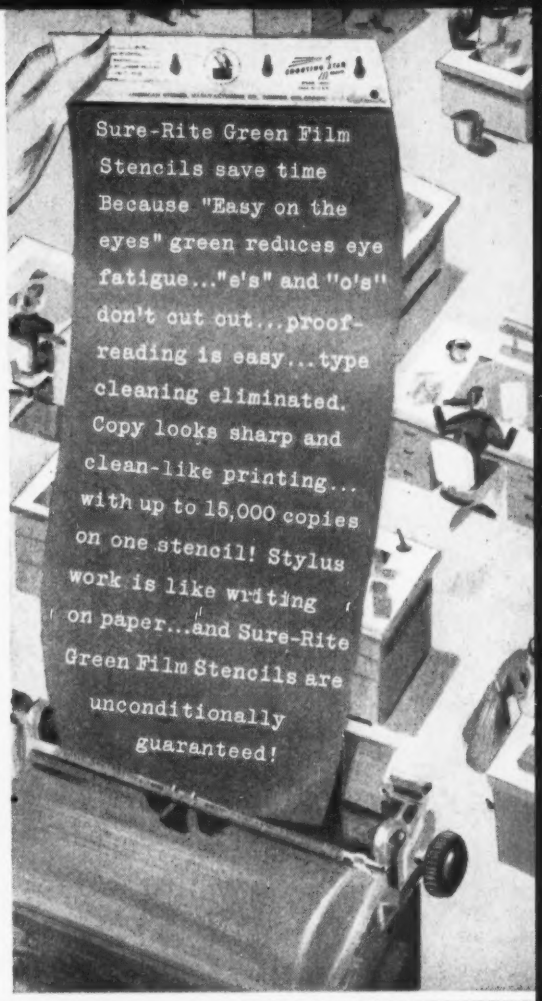
office production increases . . .

WHEN YOU USE

The SURE-RITE Green Film Stencil and the SURE-RITE 999 Speedry Ink

Your staff saves work, saves time, saves money . . . efficiency and production increase . . . when you use this new, finer duplicating combination in your office. Ask your Sure-Rite Dealer to show you how to have duplicated forms printed and dry in seconds. For the name of your Sure-Rite Dealer—and a FREE SAMPLE —mail the coupon today!

The new Sure-Rite Eye-Eze Green Film Stencils are now equipped with the patent-pending Eye Tabs that eliminate the messy glue, are much easier to correct, and are superior in every way.



DEALERS:

You save your customers time and money—increase their office efficiency — when you sell Sure-Rite duplicating supplies. Write today and we'll tell you how you can make more money by keeping your customers satisfied with Sure-Rite products.

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DUPLICATING SUPPLIES

American Stencil Mfg. Co.
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DEALERS EVERYWHERE

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Please rush my free sample of the new Sure-Rite Green Film Stencil and the name of my dealer.

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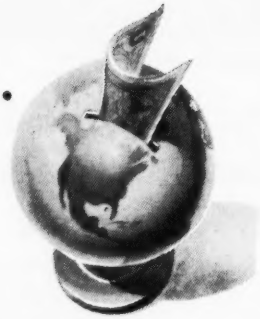
FREE SAMPLE

"In the Midwest, call your local Panamc-Beaver Man—always a live wire."

WHEREVER PENCILS ARE USED...

MONGOL



Saves Dollars for Pennies

IN ANY OFFICE,

wasted time is costly! You can't save all of it—but with Mongol you can save some ...you'll save dollars, too! For Mongol pencils stay sharper longer...won't break even under eight times normal writing pressure. This, of course, means fewer trips to the pencil sharpener...dollars saved in time.

One trial will prove to you the big difference between MONGOL and any ordinary pencil.

the Business Pencil of the World

EBERHARD FABER

since 1849

TRADEMARKS REG. U.S. PAT. OFF.

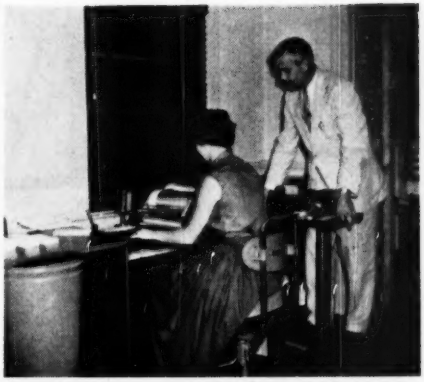
Accounting System for Installment Payments

AN ACCOUNTING SYSTEM for installment payments on loans by borrowers has been developed by James H. Pinckney, assistant secretary, and George Dean, assistant vice president, of Long Island Trust Co., Garden City, N. Y. The system is based on the use of a Flexisort punch, a Standard Spirit Duplicator and a Burroughs Sensimatic pre-scheduling and payment posting machine. The same method, which is described below, can be used for customer installment payments in any type of retail business. Before installing the new system, Long Island Trust Co. gave its borrowers a coupon booklet with a page for each month's remittance. Each coupon-page contained customer's account number, due date and amount of monthly payment perforated into the paper. The month was also printed in red. While the perforator had saved time in the preparation of the coupon books, time was lost sorting coupons received from borrowers with their payments so that monthly postings could be made. The listing, sorting and posting operations sometimes also resulted in errors because the perforated figures were not easy to read.

Now the coupon book pages are imprinted with the borrower's name, address, account number, amount, dates, etc., on a spirit duplicator. A Flexisort machine, made by Superior Business Machines, Inc., then gang-punches marginal holes and notches into the set of pages, after which the pages are stapled between attractively printed covers. The marginal punched holes code the pages for type of loan, due date, etc., (see page 102).

When the customers return the coupons with their payments, the easily read, spirit duplicated amounts are listed on an adding machine tape. Coupons are quickly sorted with a hand sorting needle. Payments are then posted to customer ledger cards on a Burroughs Sensimatic bookkeeping machine.

Robert Miller, who installed the system and is installing similar methods in



Above: James H. Pinckney, assistant secretary, Long Island Trust Co., watches Brenda O'Sullivan print the forms on a Standard spirit duplicator. Below: Dorothy Marotti code-punches the coupons on a Flexisort machine.

Above: Ann Rogerson, using sorting needle, sorts 1,000 returned payment coupons in 15 minutes. Below: George Dean, assistant vice president, Long Island Trust Co., watches Anita Irace post entries on a Burroughs machine.

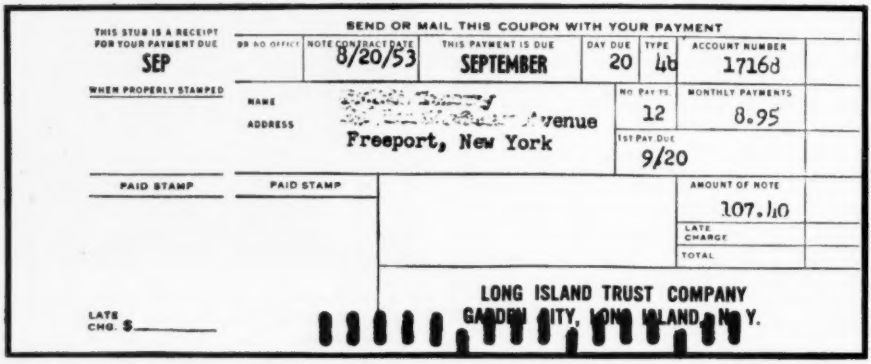
other banks, supplied the following complete list of forms used. All are prepared by spirit duplicating from a single typing:

1. Coupon booklets with 12, 18 or 36 pages, showing account number, number of installments, amount of each installment, control number, name and address of customer — on every page (see below).
2. A letter of transmittal to the customer which accompanies the coupon book.
3. Advice to the retail dealer setting forth the transaction's terms.
4. Alphabetical file card.
5. Numerical file card.
6. Accrual card.
7. Ledger card.
8. Journal sheet.
9. File folder with imprinted name, address, etc.
10. A thank-you letter to the customer for use when paid-in-full documents are returned.
11. Advice to the dealer that the account is paid in full and suggesting that the customer is now available for another sale.

The transmittal and thank-you letters are enclosed in window envelopes to avoid addressing. If the spirit master is correctly proofread, all records are identically correct.

When a credit application is received

(Continued on page 199)



SEND OR MAIL THIS COUPON WITH YOUR PAYMENT

THIS STUB IS A RECEIPT FOR YOUR PAYMENT DUE SEP WHEN PROPERLY STAMPED

BR NO OFFICE	NOTE CONTRACT DATE	THIS PAYMENT IS DUE	DAY DUE	TYPE	ACCOUNT NUMBER
	8/20/53	SEPTEMBER	20	4b	17168

NAME [illegible]

ADDRESS [illegible] Avenue
Freeport, New York

NO PAY TS.	MONTHLY PAYMENTS
12	8.95

1ST PAY DUE 9/20

PAID STAMP

PAID STAMP

AMOUNT OF NOTE 107.40

LATE CHARGE

TOTAL

LATE CHG. $_____

LONG ISLAND TRUST COMPANY
GARDEN CITY, LONG ISLAND, N. Y.

A page from the coupon booklet showing punched holes made on a Flexisort machine.

Which would YOU choose?

Nothing you can buy . . . or hire . . . or do . . . no, *nothing,* can save you so much time and paperwork at so little cost as a *modern dictating instrument.*

Today, you have a choice of *two* superb methods of electronic dictation. One is the Gray Audograph, the *personal* dictating instrument . . . the other is the Gray PhonAudograph, the *centralized* method of dictating.

Both methods help you and your secretary to accomplish more . . . both of them pay for themselves in about a year. *But* . . . each has special advantages of its own:

AUDOGRAPH is versatile and portable. It records your telephone calls, interviews, meetings. It is available "after hours" . . . operates at your home, in your car, and on trains and planes and ships. Always ready to catch the fleeting idea or to record verbal agreements, Audograph is the essential *executive tool* for the man whose mind works overtime.

PHONAUDOGRAPH is the *centralized* recorder, connected by direct wire to a special telephone on your desk. The recorder may be at your secretary's desk, or in a transcribing pool. Simple push-buttons give you complete control over this recorder. It is so easy to use . . . you don't even handle the discs or index strips. And when *several* dictators are linked to the same recorder and secretary, the *cost* of this electronic dictation is naturally greatly reduced.

Some organizations prefer Audograph . . . some, PhonAudograph . . . and some, a combination of both.

Which is best for you? A quick survey, with no cost or obligation, will give you the answer.

Why not — as your first step — mail the coupon today?

Gray
AUDOGRAPH—PHONAUDOGRAPH

Electronic Dictation Instruments

AUDOGRAPH* and **PHONAUDOGRAPH** sales and service in 200 U. S. cities. See your Classified Telephone Directory under "Dictating Machines." Canada: Northern Electric Co., Ltd. Abroad: Westrex Corp. (Western Electric Co. export affiliate) in 35 countries. Audograph and PhonAudograph are made by the Gray Manufacturing Company—established 1891—originators of the Telephone Pay Station.

***TRADE MARK REG. U. S. PAT. OFF.**

The Gray Manufacturing Company
Hartford 1, Connecticut

Please send me your free Booklet R-10—"How to Talk Yourself Out of Time-Taking Work."

☐ **Include PhonAudograph brochure, too.**

Name _____

Firm _____ **Title** _____

Address _____ **City** _____

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QUICKER and CHEAPER

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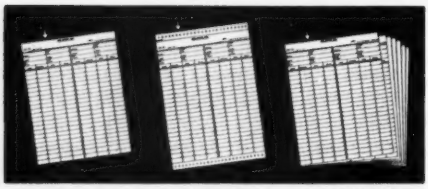

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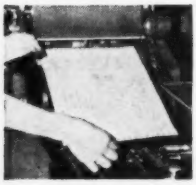

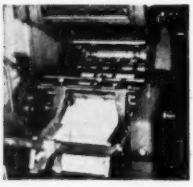

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Because it is a dry, direct positive copying process requiring no intermediate negative, xerography eliminates darkroom, chemicals, fumes, fuss and muss. Get it done quicker and cheaper with xerography.

Write for case histories showing how all types of companies are saving time and money with xerography.

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Reducing Telephone Toll & Long Distance Costs: Part II

ROY STONE

LAST month I described various methods of reducing toll and long distance telephone expense by the use of local tie lies and Foreign Exchange Trunks, both of which involved telephone traffic over comparatively short distances. Now we come to the application of Full Period (Leased) Talking circuits which are designed to handle what we might commonly call "long haul" traffic.

In the true sense, a full period talking circuit is nothing more than a glorified tie line. Most subscribers call them tie lines and they are such for the use made of them. The definition may be more clearly understood if we consider the source of the terminology. An associated Bell Company (a local telephone company serving a particular area) will invariably use the term "tie line" when referring to the circuit between two PBX switchboards within its own jurisdiction. The term "full period talk" is used by American Telephone & Telegraph Co., parent unit of the Bell System, and alludes to long haul facilities in which an interstate rate is involved. Circuits connecting switchboards in different states become an A. T. & T. matter in most cases. The exception would be in cases where the mileage beyond each state boundary is such that the associated company in each state would collaborate with each other to complete the connection. The distance is usually limited to 30 or 35 miles beyond the boundary on either side. These are always more expensive arrangements than if the circuit were installed by A. T. & T., because the intrastate rate would apply throughout although the circuit is technically an interstate arrangement.

There are several methods by which

SHREDMASTER

Shredding Machine

quickly turns your confidential papers . . . old records . . . waste paper of all sorts . . . into completely unreadable shreds, valuable only as packing material.

ANYONE CAN USE—Quick, safe, easy operation!

PERFECT FOR OFFICES—Silent, Clean, Dust-free, Compact!

PAYS FOR ITSELF—Provides valuable packing material at no cost!

For Your Office—
Portable, Noiseless Desk Model (Shown Here).

Also Available—
Table Models and Heavy Duty Models for Banks, Department Stores, Warehouses, Plants, etc.

Write for Free Circular No. 10.

THE SHREDMASTER CORPORATION

Division of Self Winding Clock Co.

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Brooklyn 5, N. Y.

See us at the National Business Show — Booth #352.

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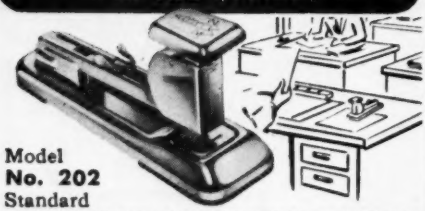

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Standard
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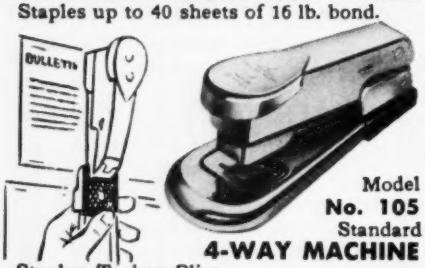

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these lines may be installed. The most frequently used is the point-to-point arrangement involving two PBX switchboards. Existing long distance cost studies are made similar to that suggested for Foreign Exchange Trunk service as outlined last month. In the case of the long haul facilities, however, the scope for making calls beyond the terminal points is increased considerably. A. T. & T. circuits provide for booster factors to cover such cases. They also install what is commonly known as "through and terminating jack equipment." When subscribing for such circuits it is important to state which points it is expected to reach so that there will be a minimum of loss in transmission quality of the circuit. There are limitations regarding the scope of the outlying areas it is desired to cover. If confined to a radius of 50 miles it has been found that a very satisfactory service will be obtained. For example, several companies have full period circuits between New York and Chicago. The New York operators place calls over the circuit for various points in Indiana. The Chicago operators place calls for points in New Jersey. In each case, the calls are relayed over outside trunks or local tie line facilities.

The scope is increased much farther if the relay of calls is made over tie line or other full period facilities. For example, a company with a home office switchboard in Pittsburgh has full period talk facilities to New York, Detroit, Chicago and Milwaukee. Operators in New York place calls to any of these points, all of which are relayed by the Pittsburgh operators since that is the main terminal point for all their full period circuits. The reason for the increased scope under these conditions is that each separate full period circuit is self-sustaining from the standpoint of transmission quality. This would not obtain if the calls were routed over outside trunk facilities. The connection could be made by this method but the

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transmission loss would be cause for complaint. Furthermore, the slight difference in the long distance rates between many points is such that the relay method should not be used unless it can be accomplished by existing tie line circuits.

Savings with full period circuits are usually much greater than over F. E. T. facilities because of the greater distances involved. While the long haul circuits cost considerably more, a greater long distance expense is involved and the difference in proportions is on the side of savings. Following is a typical case of a full period talk circuit installed in lieu of long distance calls. The number of calls and the total cost was tabulated between the two points, not only between the two company units but also on calls beyond the terminal points in the surrounding areas to other companies:

	No. of Calls	Cost
Pittsburgh to New York	320	$1,004.85
New York to Pittsburgh	150	707.10
	470	$1,711.95
Average number of calls per day (22 day month)	21	
Average number of calls per hour (7 hour day)	3	

Average cost per call with tax	$3.65
Average cost per call without tax	$2.92
Average elapsed time per call based upon the rate	7 min.
Average hourly use of the circuit based upon average elapsed time per call and average calls per hour	21 min.

The cost of the full period talk circuit between the two points involved including tax was $1,200 a month. The monthly savings based upon the existing traffic volume was about $500 a month,

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or $6,000 annually. Any increase in the volume will have no effect upon the cost of the circuit but it will add to the savings. From the above average hourly load of 3 calls and the average holding time of 7 minutes per call, or an average total elapsed time of 21 minutes per hour, it may be seen that there is room for more traffic over this circuit and a good safety factor to compensate for the peak load periods.

Another method of installing full period circuits is by a three-point arrangement. Assume that a company with a rather large unit in New York has a concentration of long distance calls to one of the company's plants at Baltimore. Studies are made to develop figures which would show the cost of such calls in both directions. Then suppose the total cost figures are $150 less per month than the cost of a full period circuit between the two points. Unless some additional thinking is exercised, the idea of direct line facilities will be abandoned at once on the basis of comparative costs.

The next step is to look over the company office or unit arrangement with respect to geographic location. From case history records pertaining to this company it is found that there is a small unit located in Philadelphia, on a direct line between New York and Baltimore. Beside the figures already developed in connection with the calls between Baltimore and New York, additional figures are developed concerning the cost of calls between Baltimore and Philadelphia in both directions, and between New York and Philadelphia in both directions. The combined figures are equal to the cost of the full period talk circuit provided we can include Philadelphia as part of the circuit. Figures representing calls beyond the terminal points are then developed.

In my book *Cost Reductions in Wire Communications*, there is a transcript of the report that was submitted at the conclusion of the above survey. Briefly, it states that this would be a three-con-

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tact circuit involving the points mentioned. There would be an audible bell signal at each point for code ringing purposes. All three points would be connected to the circuit at all times but only the station hearing its particular signal would answer. This precludes the necessity of relaying calls between any of the three points by an operator and it also serves to maintain a high standard of transmission. The bell signals for the points were decided as follows:

New York ..... 1 ring
Baltimore ..... 2 rings
Philadelphia ..... 3 rings

The annual savings were shown as $1,307.64 based upon the volume that existed at that time which was 353 calls. Within three months the volume was more than 600 calls which were handled without backlog except during infrequent peak load periods. The cost remained the same but the savings increased in proportion.

One particular nationally known company installed four full period talk circuits and two Foreign Exchange Trunks at an annual saving of $50,000. During the previous twenty years this company had spent one million dollars more for these calls than it would have spent if the recommended facilities had been installed originally. The traffic volume had remained at a constant rate on a general average all during that time.

Anyone may determine the exact amount that a leased circuit will cost. Remember that all costs are based upon airline mileages; the way the crow flies. Airline measurements make quite a difference in the cost of circuits. For example, the railroad mileage between New York and Chicago via the New York Central Railroad is 950 miles. The airline distance is 713 miles. Every supervisor of communications services should be in a position to determine circuit costs. Those interested in such costs should write to the Dept. of Commerce, Coast & Geodetic Survey Section, for Special Publication No. 238 entitled *Airline Distances between*

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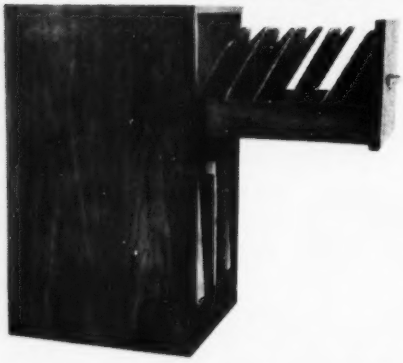

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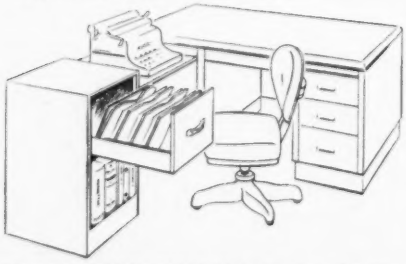

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cities in the United States, $1.75. It contains more than 120,000 distances.

When the exact distance between the points involved are determined, the next step is to apply the proper rate which graduates on a downward scale over long distances. The intrastate rate chargeable for a circuit within the jurisdiction of one Bell Company unit is usually $4 per mile. The interstate rate chargeable for a circuit connecting units in two states is $3 per mile for the first 250 miles. All interstate circuits which extend a considerable distance beyond the boundaries in each state should be supplied by the A. T. & T. Co. The only known intrastate rate that is comparable to the A. T. & T. interstate rate is in Pennsylvania. It is possible that there may be one or two more in which the Bell Company charges the same rate ($3) for an intrastate circuit as A. T. & T. charges for an interstate circuit. The scale of rates according to various distances is as follows:

Miles	Rate per Mile
1 to 250	$3.00
250 to 500	2.25
500 to 1,000	1.75
1,000 to 1,500	1.25
All over 1,500	1.00

From the above schedule of rates it may be seen that a circuit connecting the east and west coasts will cost $1 per mile for nearly the last half of the distance. When the cost of the total mileage has been determined, add about $15. for what is known as "Local Loop charges." These are the local channels connecting A. T. & T. circuits to the local telephone company cable facilities. An example for determining the cost of a talking circuit between New York and Chicago is as follows:

Total airline mileage 713	
First 250 miles at $3.00	$ 750.00
Second 250 miles at 2.25	562.50
Final 213 miles at 1.75	372.75
Local loops	15.00
	$1,700.25

These are monthly charges and do not

include any existing taxes. If the mileage cost is computed for the purpose of a Foreign Exchange Trunk, add the local trunk charge applicable in the area where the trunk terminates.

These circuits are usable 24 hours a day. In the great majority of cases they are used only during the period that the PBX switchboard is attended each day. They can be connected to an extension station at either end similar to a regular night connection for use between the two points after hours when the switchboard is closed down. A. T. & T. will supply the necessary facilities for signalling from the stations at both ends upon request. You cannot relay any calls beyond the terminal points by this arrangement, but the terminal points may contact each other as often as they wish. It serves its best purpose in cases where a factory unit wishes to contact someone in a skeleton force that may be on duty at the distant

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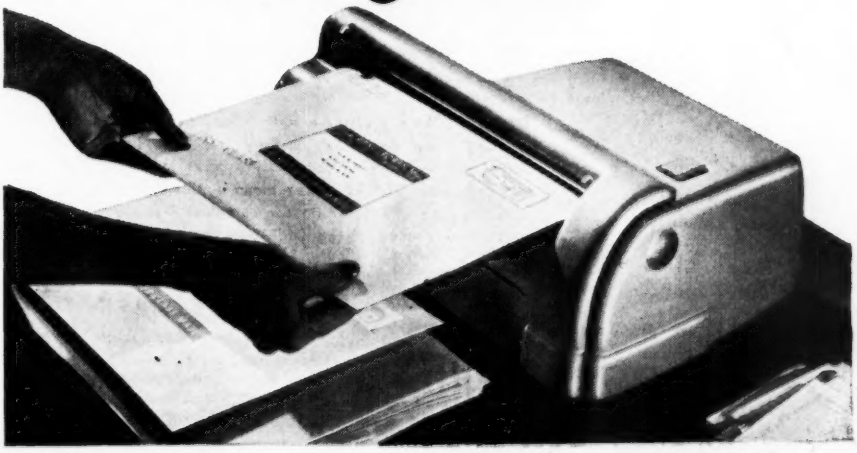

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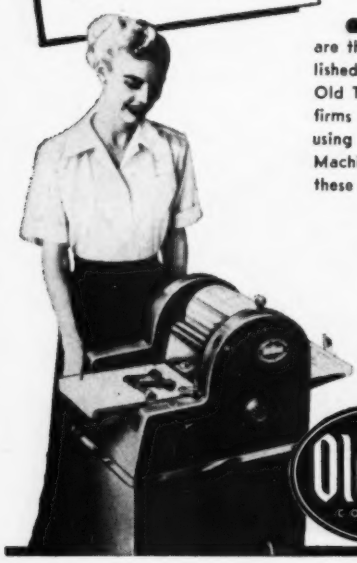

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point on a Saturday or Sunday when the switchboard is closed down.

Take advantage of interstate rates wherever and whenever possible because A. T. & T. interstate rates are much less than the associated Bell Company intrastate rates and installations can be completed in less time by the A. T. & T. Try to "affect" an interstate condition. To illustrate: a company in New York City wished to install a full period talk circuit between its PBX and one of its units in upper New York State, 250 airline miles away. Inasmuch as this circuit would connect points within the same state and under the jurisdiction of the same Bell Company, the cost was originally quoted at $1,000 ($4 per mile). It so happened that this firm had another office located in nearby Jersey City, N. J. A community of interest was "created" between the New Jersey unit, the New York office and the upstate unit. This placed the circuit in the interstate category. The A. T. & T. company installed the line at a cost of $750 ($3 per mile) plus $18 for the connecting leg of the circuit to Jersey City. Total cost of the circuit was $768, a monthly saving of $232. The annual saving was $2,784. These savings were the result of the type of circuit that was installed and were beside the savings developed in lieu of long distance calls. This is an example of what can be accomplished with full period talk circuits. A unit in another state may be 50 miles beyond the state boundary, but it would be advisable to "create" a community of interest at a cost of $150 per month on the interstate basis if a greater amount could be saved by converting the line from a $4 per mile circuit to a $3 per mile circuit.

Now we come to the most important factor in connection with any type of leased oral circuit. No system or machine or circuit is any better than the people who operate it. It is equally important that those who place the calls, use the circuits intelligently. Most operators are trained to render good service. The same cannot be said for some oth-

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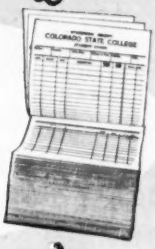

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er in an office. Surely, we would not install a new machine that no one had ever seen before without training those who are going to operate it. Why install one of these circuits without similar instruction and training?

Two separate and distinct sets of instructions are necessary. One for the operators who are going to handle the traffic and the other for those who place the calls. When speaking to a group of operators it is more effective if the terminology compares with that used during their training in the telephone company, or something akin to it. There are few laymen who can speak in that manner and for that reason I have included in my book, *Cost Reductions in Wire Communications*, a verbatim transcript of instructions prepared for the operators, and another for the rank-and-file.

Consider briefly how we should approach the rank and file to explain the new service with the view to changing, ever so slightly, certain habits to which they have been accustomed over a period of years. During the oral instructions an attempt should be made to describe certain habits and how they would affect the new service. Certain hypothetical conditions are outlined, with different points of view regarding the new service. Questions should be solicited, the answers to which should lead to an increase of sensitivity and appreciation of the objectives to be attained. Instructions, both oral and written, should emphasize the theory of making more frequent but shorter calls rather than less frequent calls with high holding time in which the conversations are of long duration. This is to avoid tieing up the circuit for long periods of time thereby preventing others from using it. Most important is to avoid abuse of the facilities. Using them only when one would normally place a long distance call between the points involved. Unnecessary use will defeat the purpose for which they are provided and prevent calls of more importance from being

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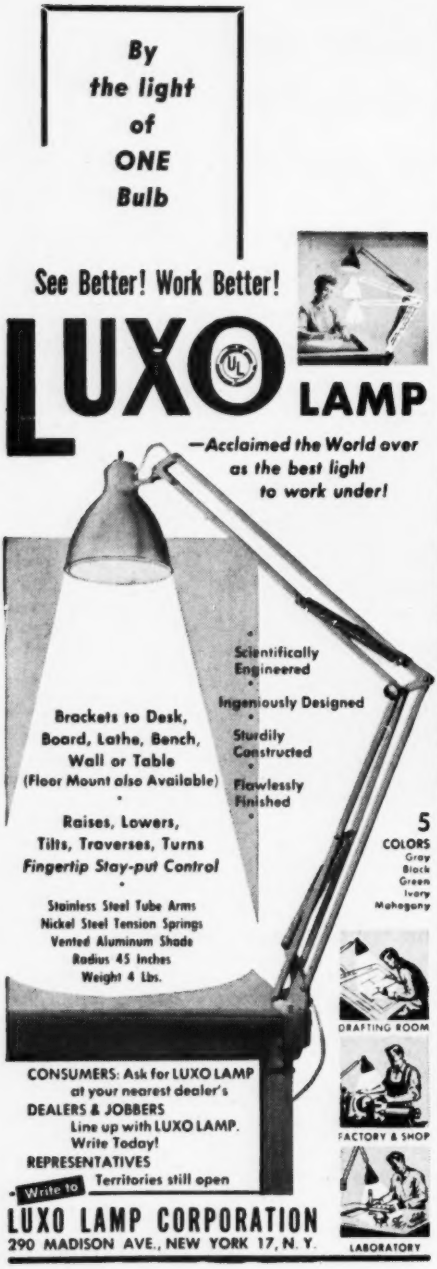

completed.

The instructions should state that during peak load periods we will have a backlog of several calls waiting but that we do not believe the delay will be any greater than the occasions on which the telephone company is unable to complete calls because of "no circuit" reports. This much is certain; we will have complete control over the circuit and can give priority to top level personnel when the occasion warrants such action, whereas a "no circuit" report from the telephone company is no respecter of persons. Point out the fallacy of transferring a call from one person to another, thereby tieing up the circuit, especially if the second party's line is busy or he is away from his desk.

The second set of instructions is for the operators. There is one technique with which they may not be familiar; quite different from handling existing traffic. This is when calls are made beyond the terminal points on what is known as a tie-to-tie or tie-to-trunk connection in which there is no mechanical supervision. These calls must be monitored manually. Advise the operators how the cords are to be reversed in order to make the front cord available for dialing purposes. Show the technique for checking back to determine local party availability before using the long haul circuit, and making the calling party "busy" with a cord in the station multiple on dial installations.

The manner in which these circuits are used by the operators and the rank and file will be the difference between success and failure, or between limited and greater savings. The complete instructions outlined in my book will point the way to overcoming every obstacle or problem that may arise relating to the installation and use of these facilities. There is included a method of allocating the expense for such circuits in proportion to the use made of them by the various departments and divisions of the company. The method eliminates the use of tickets normally used

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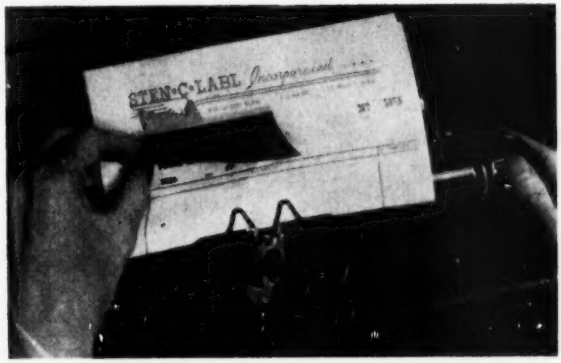

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One of the tightest bottlenecks in even the most modern equipped duplicating department is the collating, assembling or gathering of duplicated sheets into sets. Now, with the new easy-to-operate Thomas Collator, one girl can do the work of five—faster, more accurately, and with a minimum amount of effort and confusion.

HERE'S HOW IT'S DONE!

1. She quickly loads as many as 10 pages.

2. Her foot releases pedal; sheets move out quickly.

3. Pages are always under inspection; blanks can't slip by.

4. Pages are collated; action starts for next set.

5. Releases pedal as she stacks. Elapsed time—five seconds.

6. Take this sixth step now! Just fill out and mail the attached coupon. We'll rush complete information on The Thomas Collator immediately . . . without any obligation on your part.

THOMAS COLLATORS, INC., Dept. B
30 Church St., New York 7, N. Y.

Please send me details on the Thomas Collator.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

Thomas Collators®

135 Sales and Service Offices from Coast to Coast

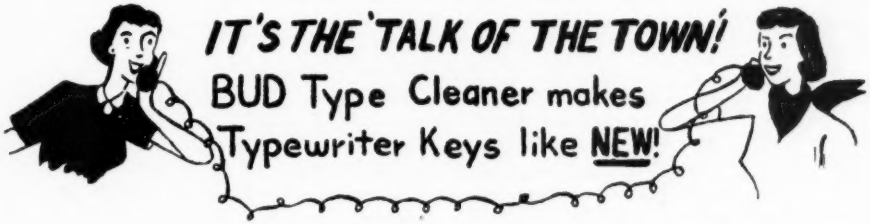
Dept. B., 30 Church Street
New York 7, N. Y.

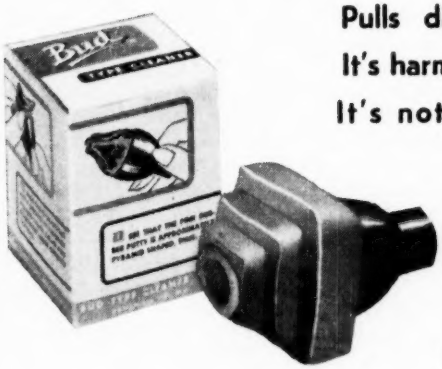
by the operators for such calls when they were placed over the outside commercial channels. In fact, I advocate an accounting system which eliminates all ticket work at the switchboard.

If many calls are to be made beyond the terminal points of these circuits in which a tie-to-tie or trunk-to-tie connection is necessary to complete the call, an audible bell signal should be installed at each end to assist the operators in monitoring the call. The operator at the point of origin receives a disconnect signal from the station that originated the call. If the operator at that point rings over the circuit immediately the operator at the distant point will hear the signal and thereby make the circuit available immediately for another call. These signals are usually installed without extra cost on long haul circuits.

It is well to reiterate that the saving of operator time by the use of these circuits is an important factor. If as little as 1,000 calls per month are diverted from the commercial channels to direct line facilities, it will be a saving of approximately 15,000 work units which is equivalent to 60 operator-hours. It is the duty of every supervisor of wire communications to constantly study the ever increasing cost of *all* his facilities and services. If the approach to these studies is made with realism and know how he will not only become the beneficiary of his efforts, but the end results will be a revelation.

(Mr. Stone's book, *Cost Reductions in Wire Communications*, from which the foregoing material is taken, is available from Christopher Publishing House, Boston 20, at $10 a copy.—Ed.)





Pulls dirt right out of the type!
It's harmless, has absolutely no odor!
It's not liquid, it's pink plastic!

Bud® TYPE CLEANER
4229 YORK ROAD
BALTIMORE 12, MARYLAND

You can be a *professional* "draftsman" in minutes (so can anyone in your office.)

Everything you need to make an accurate, professionally drawn graph is pre-printed on self-sticking acetate tape! Lines, dotted lines, bars, people, coins, autos, — *everything!* Merely plot your dots—roll on whatever you want. Presto! A professional graph, without professional help, time or costs.

Write today for all the details on this revolutionary graph-making method! Chart-Pak materials also available for organization and flow charts, and office layout. Visit us at Booth 227, National Business Show, New York City. Oct. 19-24.

CHART-PAK, INC.
102A Lincoln Ave. Stamford, Conn.
Rush that Chart-Pak information to:
Name_____
Company_____
Address_____
City_____ State_____

Membership List Printed by Offset

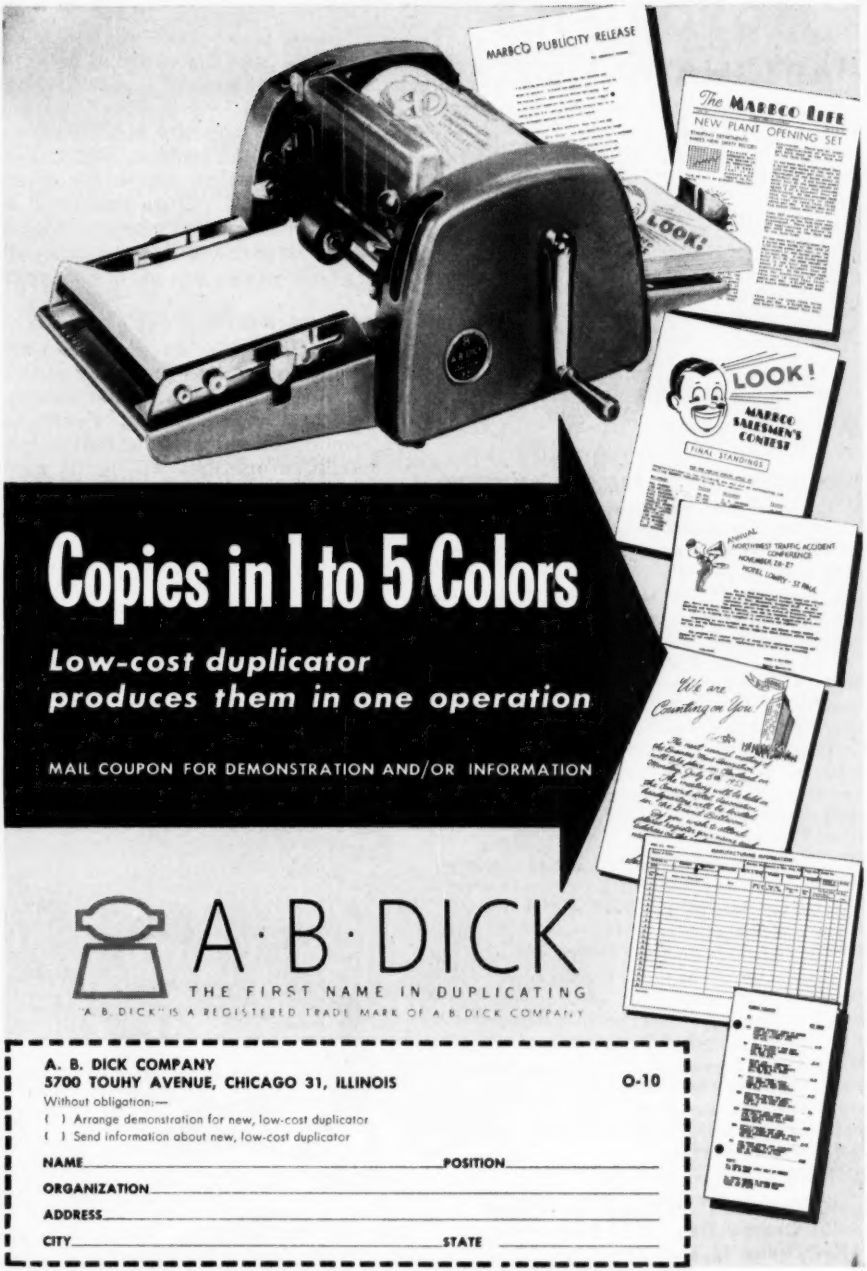
(Continued from page 65)

no lines would drop out before being printed. In the first run alone we could actually save weeks of office time and avoid hiring extra clerical help for this workload. Producing the roster by photo offset was lower in cost than by letterpress; on our 1952 issue we estimate that he saved an actual cash outlay in excess of $1000. More than that, we now have the electric typewriter to ease and speed our daily routine.

But this is not all. We decided to use the Flexopanels as our own office control file, instead of the former 6″ x 4″ card system. Now every name is constantly visible, easy to locate. When we have a change in address, we simply type a new card and insert it on the panel in place of the old one. This is much more efficient than the former crossings-out and corrections. Every name is always in its proper alphabetical sequence with visual protection against misfiling.

With the panels constantly up-to-date and accurate — despite our average of nearly 4000 address changes a year—we were ready at a literal moment's notice to send the 1953 roster to press. It was not necessary to type or proofread one single word. The saving in time and effort—and dollars—were great. We did not fully realize these benefits until after we refiled the panels when the 1952 roster was printed. The impact of the economy and the ease of making changes caused us to look for other possible applications. These were easily found.

We have several times published in *Geophysics* an index of wells shot for velocity. This is very important for the geophysicist who comes to a new territory since, if he can arrange to get this technical information from the well owner, he will have local-condition data that will be a helpful guide in speeding his own work. To see if any area was covered in this index, however, our member would have to consult four different



Copies in 1 to 5 Colors

Low-cost duplicator produces them in one operation

MAIL COUPON FOR DEMONSTRATION AND/OR INFORMATION

A·B·DICK

THE FIRST NAME IN DUPLICATING

"A. B. DICK" IS A REGISTERED TRADE MARK OF A. B. DICK COMPANY

A. B. DICK COMPANY
5700 TOUHY AVENUE, CHICAGO 31, ILLINOIS **O-10**

Without obligation:—

( ) Arrange demonstration for new, low-cost duplicator

( ) Send information about new, low-cost duplicator

NAME_____ **POSITION**_____

ORGANIZATION_____

ADDRESS_____

CITY_____ **STATE**_____

MOTOR-FILE
"AUTOMATIC-VISIBLE"

"MOTORIZE" YOUR PRESENT RECORDS of any type, size, or shape, or ANY system, from your "Dead-end" trays, drawers, panels, or wheels, without any transcription, or any change in the records.

CUT LABOR COSTS well over 50% by replacing ALL hand-labor on present, obsolete, tray-drawer files with "Toe-tip" controlled "LIVE" (moving) records automatically positioned with instantaneous, split-second, motor-speeds, efficiency and precision, that no human can equal.

CUT ROOM AND FLOOR SPACE free over 50% by replacing bulky, one-aisle access, tray-drawer, files with modern, low, compact, multiple-access, mobile, Motor-File "Automatic-Visible"

NO CAPITAL INVESTMENT rental deductable as operating expense under tax rulings. NOTHING MORE TO BUY rental service charge covers all maintenance and all renewals, and replacements, of supplies.

SAVINGS on present (1) labor costs, (2) floor and room space costs, and (3) eliminating all purchasing of "pockets", special forms, etc., will more than pay rental charge.

SPEED-UP-ALL successful firms use motors throughout their organizations to speed-up production and cut costs. Motor-File "Automatic-Visible" LIKEWISE produces desired cost-cuts and speed-up.

DISTRIBUTOR areas available.

MOTOR-FILE "AUTOMATIC-VISIBLE"
301 Crosby Bldg., 9028 Sunset Strip
Hollywood 46, Cal. Crestview 111-71

issue of *Geophysics*. So we had the published index tables made up on panels and collated all the existing data together in one sequence. We added the new information we had received and published one composite index which is invaluable to our members. This can be sold at a price that completely covers the costs involved. Future issues will be cheaper because the initial costs will not have to be duplicated. The society's publishing, of course, is on a non-profit basis.

Now we are turning out a cumulative index for *Geophysics* by the same process. Formerly we had published indices at intervals, but they were not cumulative. By having each item on a card, we can combine all the existing indices into a cumulative one that will be of more value to our members. By inserting new cards at any point, the index can be kept current and republished at any desired interval at merely the cost of paper and offset presswork. We may seem inordinately enthusiastic about this method, but it saved us so many dollars in our first application and promises to give us so much future efficiency at continued savings, perhaps our enthusiasm is excusable.

"She won that last year. It's the only pin she knocked down in the entire tournament."

PENTRON presents Talkaform...

the "PAPER THAT TALKS"

Sensational new electronic dictating medium has lowest cost! Twice the fidelity of any dictating medium! Can be reused thousands of times without loss of fidelity!

- **Dictate on it!**
- **File it!**
- **Write on it!**
- **Fold it!**
- **Mail it in a letter-size envelope!**

used with the PENTRON **dictorel**

...the amazing new electronic dictating-transcribing machine that automatically erases previous dictation while re-recording. Saves reviewing time...a word or more is quickly changed by backspacing and re-recording over previous dictation. Easy to use as a typewriter. Suitable for secretary or typing pool. Uses all standard transcribing accessories. **Send coupon today!**

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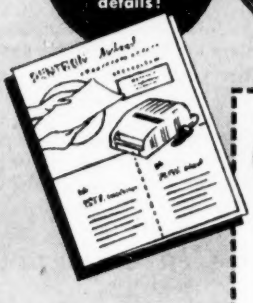
CHOICE AREAS STILL OPEN

Write, wire or phone for Dealership!

FREE
Brochure gives amazing details!



Sales Office
Pentron Industries, Inc.
664-OD NORTH MICHIGAN BLVD., CHICAGO 11, ILL.

Send brochure telling how to cut dictation costs over 75%!

NAME_____

FIRM_____

ADDRESS_____

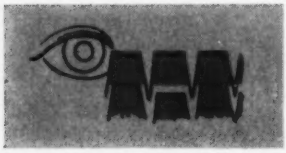
CITY_____ ZONE_____ STATE_____

NEW AND YEARS AHEAD . . .

Clary Custom

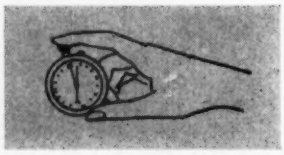
Sets new standards of speed and quietness . . . money-saving efficiency to your business

Now . . . for businesses that want tomorrow's adding machine efficiency and beauty today . . . Clary presents a new line of superior Custom models for the discriminating. Not only do the Custom models set new records for speed, quiet operation and work output, they also give you all the famous work-saving features found on Clary's regular models . . . revolutionary Thumb Add Bar, rotary mechanism, Dividing Eye, practical multiplication . . . plus other engineering advances no other adding machine can offer. See your Clary representative for a demonstration of the model to fit your business needs today . . . and a decade from now. Look in your phone book yellow pages . . . or mail in the coupon today.



NEW EYE-EASE COLOR STYLING
Restful, scientfically chosen "Eye-Ease" greens and grays eliminate eye strain . . . promote greater accuracy . . . add new beauty to any office. Depressed keys show up instantly by color contrast.

NEW "SOFT TOUCH" KEYBOARD
"Touch-contoured" keys need only 3 ounces of pressure, yet give crisp, positive entry. Alternate rows of keys are flat and concave. You can feel the difference on the new Clary Custom Adding Machines.



NEW RECORD-BREAKING SPEED
For years Clary has been the world's fastest . . . now the new Custom sets a new, higher world's record of 190 entries per minute! Even beginners add, subtract, multiply and divide up to 48% faster.

CLARY MULTIPLIER CORPORATION • SAN GABRIEL,

the brilliant Line

brings new

Over 100,000 Businesses use Clarys to do their work faster

NEW QUIET OPERATION

With all its speed the Clary Custom sets a new standard in quietness. Gone forever is distracting clatter, clank of old-style machines. Your office is more relaxed . . . more efficient.

CALIFORNIA

Clary Multiplier Corporation, Dept. O-103
San Gabriel, California

Please send me information on how the Clary Custom will do my work faster.

NAME _____

ADDRESS _____

CITY _____ ( ) **STATE** _____

COLE'S NEW *Concealed* SECRET VAULT

Top index drawer can also be used for cancelled checks.

COLE STEEL EQUIPMENT CO., INC., 285 MADISON AVE., N.Y. 17, N.Y.

ACTUAL SIZE LOCK

SAVES TIME... *All your records at your finger tips*

SAVES MONEY... *Prevents pilfering of supplies and tools*

REALLY PRIVATE... *Concealed vault safeguards your valuables*

The "MERCHANTS" File

A heavy gauge steel cabinet containing two ball-bearing letter files, index drawer for 3x5 or 4x6 cards (3200 cap.); 2 adjustable compartments under lock and key; steel safety vault with large vault size dial lock (only YOU know the combination).

32" high, 30½" wide, 17" deep. Olive green or Cole gray, baked enamel finish.

No. 1370

a low $49.95

With plunger lock which automatically locks all drawers. No. 1370PL.....$57.45

NOTICE!

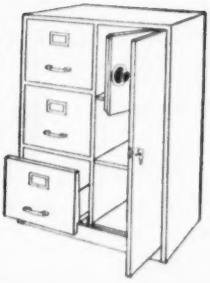
Actual size of lock shown above (not a "blown-up" picture), should not be confused with imitations . . . COMPARE!

The "DIRECTOR" File

Similar to No. 1370 except instead of the card drawer a third letter size filing drawer has been added. 37½" high.

No. 1473 ..... $53.95

The above with plunger lock that automatically locks all drawers. No. 1473PL $61.45



Grained walnut, mahogany or knotty pine finish $12.50 additional

Prices slightly higher in Texas, Colorado and West of the Rockies.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS ARE AVAILABLE ON REQUEST.

SEND FOR COLE'S 1953 CATALOG

It's the new Morris miracle SAFE-T-SET with the exclusive safety feature. Tip it . . . tilt it . . . turn it upside down. Won't spill. Won't leak. *It's Puddle-proof!* The Morris SAFE-T-SET belongs on every office desk. Saves soiled clothing, spoiled tempers. Handsome modern design in your color and the pen with a point in your favor, a Morris hard-tip point. Will hold full two-ounce ink supply and built with office rough treatment in mind. The new Morris puddle-proof SAFE-T-SET is manufactured by the foremost name in the field of *matched* desk top equipment. See your stationer today.

BERT M. MORRIS CO.

8651 WEST THIRD STREET, LOS ANGELES 48, CALIFORNIA
In New York: 381 Fourth Avenue
In Canada: McFarlane Son & Hodgson, Ltd., Montreal, Quebec

STAPLING STOPS LOSS

of valuable papers

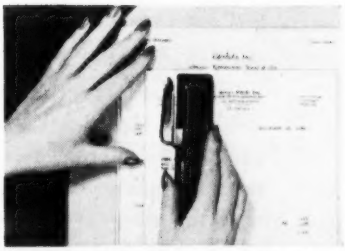
BOSTITCH B8R DESK STAPLERS keep your important related papers fastened securely together until you want to whisk them apart with the attached staple remover. Unrelated papers cannot slip under the staple—as does happen with clips, sometimes—and get lost in the wrong file.

The stapled papers are easier to file—don't bulk up your file folders—increase file capacity.

B8R is of recognized Bostitch quality, will give you years and years of dependable use. Flick off the base and you have a handy stapling plier or a tacker—for many added uses.

HOW SAFE ARE YOUR PAPERS?

Make sure . . . with a Bostitch stapler on every desk. B8R's low price makes this a good investment. Order through your stationer . . . or phone Bostitch.

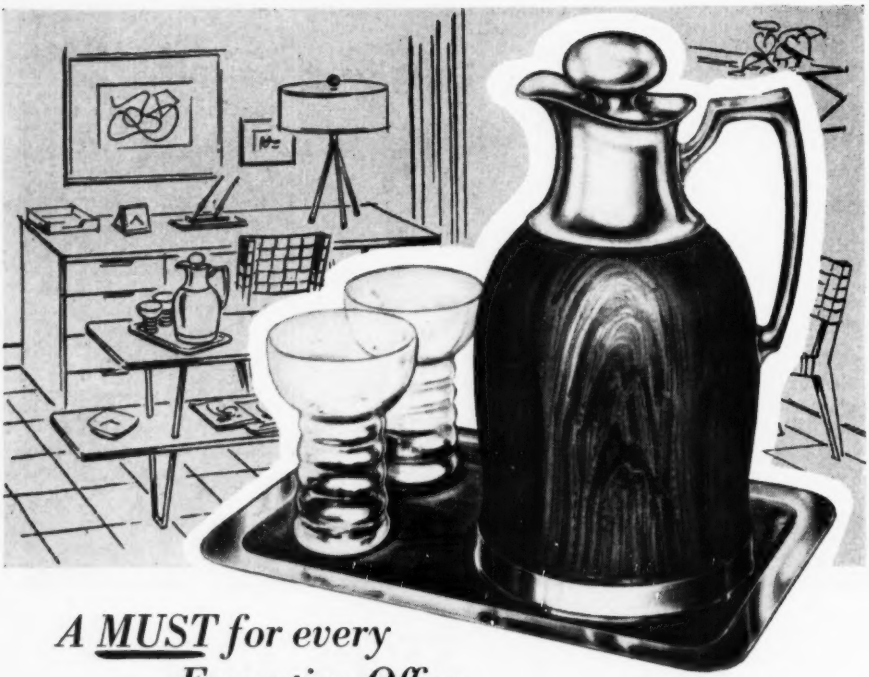


HANDY REMOVER is attached. Easy to use, fast, neat. A Bostitch exclusive.

FASTEN IT BETTER AND FASTER WITH

BOSTITCH

STAPLERS AND STAPLES



A MUST for every Executive Office

UNIVERSAL Vacuum Pitcher Set

As a distinguished office appointment that performs a valuable service, there's nothing finer than the handsomely designed Universal Vacuum Pitcher Set. The one-quart glass filler keeps water and other beverages at constant temperature for hours. It comes complete with matching tray and two crystal clear glasses. Sets are available in chrome, walnut, mahogany, bronze, ivory or grey. Write us today for all the facts.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Retails from **$21.95**

instantly changeable type for 'print-like' stencil duplication

Now your mimeo duplicator can function as your own private little printing plant. The *Vari-Typer Stencil-Writer* will supply the type in all the sizes and styles you need to produce your own forms, bulletins, mailing pieces, parts lists and hundreds of other jobs you once sent to the printer. The economy is amazing. You get more copy with greater legibility on a single stencil and cut your costs way down in running time, materials, postage, etc. A *Vari-Typer Stencil-Writer* pays for itself in a short time.

HERE ARE JUST A FEW OF THE MANY FACES YOU CAN HAVE IN YOUR NEW VARI-TYPER STENCIL-WRITER.

- **BOLD FACES for Headings**
- BOOK Types for Literature
- PRINT Styles *with Italics*
- TABULAR WORK Type Styles
- CONDENSED FACES for small areas
- FORMS TYPE STYLES
- *FOREIGN Languages, too*

Price $480.00

Vari-Typer Stencil-Writer

RALPH C. COXHEAD CORPORATION
720 Frelinghuysen Avenue, Newark 5, N.J.

Please send me Vari-Typer Booklet No. 310.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE....STATE.....

New Products

MOTORIZED FILE

Ferris Business Equipment, Inc., 244 Great Meadows Road, Stratford, Conn., makes the Ferris Master Rotary File, completely motorized to bring all cards quietly and effortlessly to the operator

at desk height. It takes existing records of every type in all standard card sizes regardless of the paper stock used, without punching or retyping. It will also handle addressing plates and other items. Average time required to bring a desired card directly in front of the operator is three seconds. File makes a complete revolution in nine seconds. Trays are 8″ long and hold approximately 800 cards each. Any card can be read without removing it from its place. From 4,000 to 17,500 cards are always open before the operator, within a half-arm's reach. No training or instruction is required to use the file. Posting shelf has recessed Armstrong rubberized linoleum and serves as a locked cover for the file. File operation is controlled by either pushbuttons or foot pedal which permits free use of both hands. Literature with complete details from above address.

PHOTOCOPY MACHINE

Ozalid, Dept. OF-13, Division of General Aniline & Film Corp., Johnson City, N. Y.. makes the Ozalid Bambino, specifically designed and priced for small volume users. Only slightly larger than the ordinary electric typewriter, the Bambino has all the advantages of regular Ozalid models designed for companies who need more printmaking capacity.

The new machine will copy letters, accounting statements and reports, purchase orders, bills of materials and anything that is written, typed, printed or drawn on a sheet of translucent paper up to 9″ wide, any length. A first copy is ready in seconds; up to 200 copies can be made in an hour. The Bambino costs $325, plus taxes. Letter-size Ozalid copies cost less than 1½c each, including labor and materials. By eliminating rewriting, typing and proofreading, the Bambino saves many dollars daily in

copying routine correspondence. Illustrated literature from above address.

DICTATING MACHINE

Valley Industries, Inc., Algonquin, Ill., makes the Dupli-Voice Dictating and Transcribing Machine which takes a space only 5½" x 10" and weighs 11 lbs.

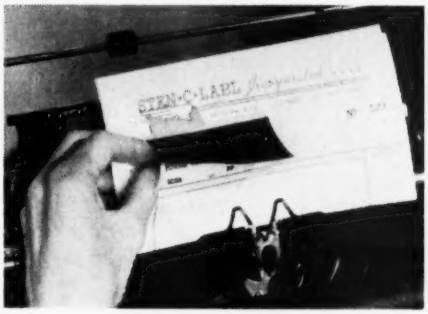
It records magnetically on reusable belts which can be mailed in a No. 10 envelope. Belts can be played back repeatedly and will not pick up static or break down in fidelity. The machine is self-editing to allow dictator to make his own corrections, or erase entire message. Microphone has fingertip control for forward or reverse motion. Transcriber, who can use same machine, also has complete backspace or reverse control. The Dupli-Voice is simple to operate, has volume and tone controls and a tuning lever for perfect voice reproduction. It is low-priced, guaranteed one year. Full details for both dealers and users from above address.

METAL OFFSET PLATE

Direct Image Aluminum Plate & Supply Co., 1321 W. Gill Place, Denver, Colo., offers direct image aluminum plates for Multilith and Davidson offset machines. These plates produce clear, sharp copies in runs of 50,000 or more. Plates can be easily corrected and filed for reruns. Metal plates will not stretch on offset duplicators and they are simple to use in all typewriters and Vari-Typers. A trial box of direct image aluminum plates may be had on approval for testing on any offset duplicator. Write above address for complete information.

ADDRESSING SYSTEM

Sten-C-Labl, Inc., 287 Snelling Ave., N., St. Paul 4, Minn., makes Panl-Labls for cartons and packages. These are like Sten-C-Labels, eliminate the need for gummed labels and are produced as a by-product of the invoice or bill of lading with one typing. This provides



a correctly typed address which can be stamped by hand as many times as needed. The used Panl-Labl or Sten-C-Labl is thrown away, not filed, since new, up-to-date ones are easily made for each new order without extra typing. A free brochure, available from above address, describes how this system works in continuous one-time carbon sets, on tabulating equipment and on regular or sprocket-feed typewriters.

SORTING ANALYSIS

Associated Industrial Designers, P. O. Box 12652, Los Angeles 39, Calif., offers a free analysis of sorting systems. Readers can write above address for a blank questionnaire. This is then filled out with data on their present sorting opera-

tions and returned. From the answers on the questionnaire, this firm submits a report which generally explains how improvements can be made. If new equipment is suggested, it is shown how long it will take to pay for the equipment in savings. There is no obligation to buy anything.

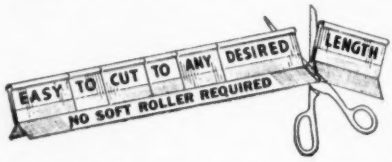
FILE BINDER

Acco Products, Inc., Ogdensburg, N. Y., announce an improvement in BF style Accopress binders which has been added to the Acco line as style BFC. The BF style is continued in the line. The new

binder has a backflap, one end of which is permanently attached to the binding edge of the front cover, the other end passing through the double hinge on the back cover. This enables the user to obtain a tightly back-bound book providing a neat appearance and flat surface for indexing regardless of the thickness of the binder which has a capacity up to 6". This patented feature of the Accopress BFC binder broadens the usefulness of this type of expandable binder, especially to firms using it as a permanent storage binder, since it may be stacked or stood on end on a shelf and still have its title or index as perfectly visible as a solid bound book. Sizes, styles, prices and other details may be obtained from above address.

PICA-SPACED INDEX LABELS

Aigner Indexes, 426 S. Clinton St., Chicago 7, Ill., makes plastic Aico Typerite Tabbing with typewriter pica spaced blank insert strips, designed to eliminate the time-consuming use of the soft roller by typists when typing titles on the blank strips. Both tabbing and inserts are exactly two and three lines deep which permits use of the linespace lever



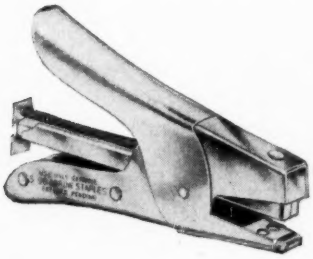
instead of the variable line spacer for centering and positioning typing. Tests show that this saves up to 56% in typing time. Typing is also neater and cleaner with no zig-zag lines or spoiled strips. Aico Typerite Tabbing is otherwise similar to Aico Grip Tabbing. Available in two sizes for 1, 2 or 3 line titles, in 8 colors, two 6" strips to a glassine envelope with a supply of typewriter pica spaced inserts and one A-Z division; 5 envelopes to a box, 5 boxes in carton. Write Dept. 6 above for free sample.

W-2 FORMS

J. J. Lester & Co., 25 West 44th St., New York 36, N. Y., offers W-2 Forms for 1953, plain or imprinted, in 4 and 5 parts, and for N. Y. State and North Carolina. Prices range from $2 a hundred plain 4-part (5.60 printed) to $14.60 a thousand plain 4-part ($17.60 printed). A thousand imprinted 5-part W-2 Forms for N. Y. or N. C. are $25.80. Envelopes for W-2 Forms are also available. Free samples of any state form and envelope with complete price list can be had from above address.

HAND STAPLER

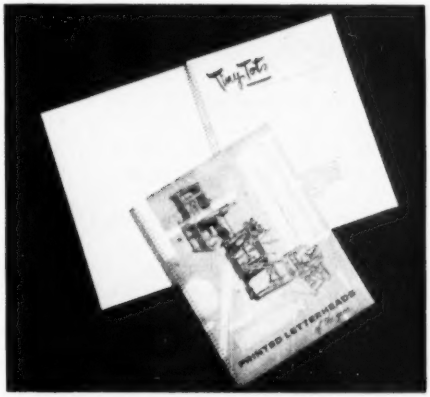
Arrow Fastener Co., Dept. O, 1 Junius St., Brooklyn 12, N. Y., makes the P-98 Plier-type Hand Stapler which is a compact, hand-held, miniature plier-type stapler designed for personal use by executives, clerks, salesmen and foreman to tuck away in desk drawer, brief case or coat pocket. It is of value to secretaries, stenographers and filing clerks because it fits the hand for easy, tireless stapling from any position or angle. Papers can be stapled at the filing cabinet



or desk drawer without having to place papers on desk as with head-pounding staplers. A filing clerk can keep it on her person without having to walk back to the desk for it. The Arrow P-98 Plier-Type Hand Stapler ejects a flat-clinch staple which lays flat against the paper when clenched to allow almost 10% more filing space in the drawer. It eliminates projecting points and prevents pricking fingers and tearing papers. It is easy-to-load, has patented non-clogging mechanism with double leverage for ease of operation, hardened steel working parts and heavy steel construction with chrome finish. It loads 100 No. S-98 Staples. Literature from above address.

WINNING LETTERHEADS

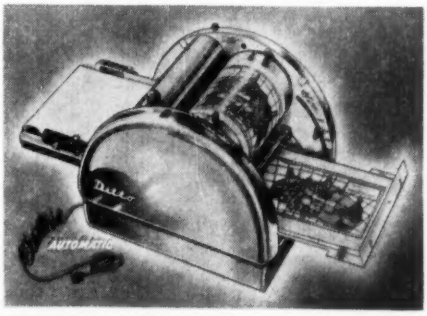
Gilbert Paper Co., Menasha, Wis., offers a brochure of 16 letterheads produced by letterpress printing and selected by a noted board of judges as outstanding for design. Selections were made from entries in Gilbert's continuing letterhead design contest and judged by Harper Richards, president of the design firm bearing his name; Park Phipps, head of the department of advertising and printing design at Chicago Art Institute; and



Everett McNear, painter of advertising art. A design analysis and identification of type elements accompanies each letterhead. Included is a check list for good letterhead design. Copies of Letterheads of the Year can be had from local Gilbert paper merchants.

SPIRIT DUPLICATOR

Ditto, Inc., 688 S. Oakley Blvd., Chicago 12, Ill., makes the low-priced, electric Ditto D-11 direct process duplicator.



In spite of its low price, this is a rugged machine with features ordinarily found in higher priced equipment. Its power

drive is equal in quality and performance and its power clutch is the same used in Ditto's higher priced machines. Machine can be hand fed if desired. The Ditto D-11 will produce two copies per second, without using stencils or mats, in as many as five colors. Copies can be on any weight paper from Sub. 16 to heavy card stock and any size up to 8½" x 14". A disappearing receiving tray streamlines the machine. Reversible feed tray facilitates handling long and short sheets. Quick shift paper guides provide instant adjustment for various size forms. Swinging feed rollers make it easy to refill paper tray. Stainless steel parts guard against corrosion. Machine's surface is smooth, gun metal gray which is stain resistant and easy to keep clean.

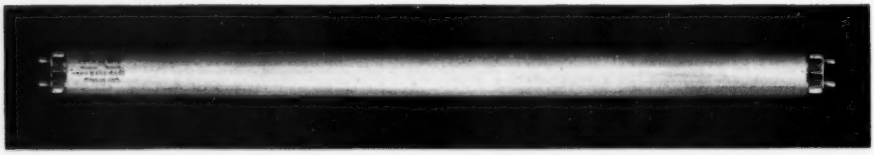
FLUORESCENT BULB

Verd-A-Ray Corp., 615 Front St., Toledo, Ohio, makes Verd-A-Lite fluorescent tubes that produce easy-on-the-eyes lighting. An exclusive phosphorescent coating, known as Verdex, filters out infra-red and ultra-violet rays harmful to the eyes. The result is a soft white, color-corrected light in the area of the spectrum where seeing is easier. Because eyestrain and eye fatigue is materially reduced, all-day employee efficiency increases when used for general office lighting or wherever seeing tasks are severe. The light output is 68 lumens per watt, about 10% more than for ordinary fluorescent lamps. The Verd-A-Lite fluorescent tube was a development from the manufacturer's Verdex light bulbs which also filter out infra-red and ultra-violet rays with a pastel-green (glass on glass) coating. Both fluorescents and the incandescents are available in a full range of sizes. Explanatory literature from above address.

PAPER CUTTER

Gestetner Duplicator Corp., Dept. 15, 50 McLean Ave., Yonkers 5, N. Y., announces the Gestetner Office Trimmer which holds and cuts papers in one operation. As the blade is drawn down, a clamp also descends to hold the paper firmly during the cutting operation to prevent sheets from fanning, slipping, or edges buckling. This cutter is safe to use since the blade is spring-controlled

and will not drop no matter in what position the knife is left. It will handle paper up to 14½" by 18", trimming one to 25 sheets at a time. It incorporates an adjustable slide back-stop which travels along a precision engraved graduated inch scale up to 18". The Gestetner Office Trimmer is equipped with rubber footpads to prevent movement or damage to polished surfaces. Finished in Gestetner hammer fawn color, it is sturdily constructed of all metal. Further information may be obtained from above address.



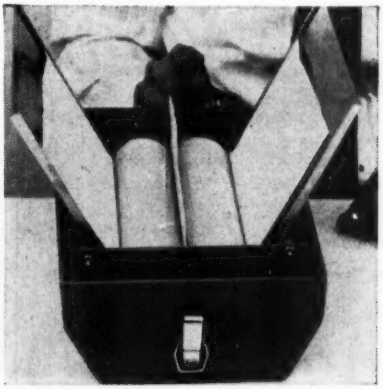
PHONE HOLDER

H. H. Renneker, P. O. Box 9235, San Diego 9, Calif., now makes the Tele-Rest phone holder for use with the new Western Electric G-1 or 500 Series phones, as well as all other handsets.

The Tele-Rest is fully adjustable to the individual who uses it. Made of unbreakable plastic, it is easy to install on any telephone and leaves both hands free when phoning. Literature and prices from above address.

PHOTOCOPY PROCESSOR

F. G. Ludwig, Inc., 522 High St., Deep River, Conn., makes the Constat Portable Dry Processor for use with the Contoura Portable Photocopier, or any other photocopier. It is 6" wide, 12" long, 4" high, weighing 8 lbs. After a 10-second exposure with the Contoura, the Constat produces a permanent, dry copy in 10 seconds. No darkroom or liquids are needed to copy anything printed, written, typed or drawn and including material in bound books and magazines without harming the book. Constat and Contoura fit a desk drawer or briefcase and copying can be done anywhere. The Constat sells for $55. Complete outfits including Constat Dry Processor, Con-



toura Photocopier, paper etc., from $96.60 to $161.50 Illustrated folder explaining process can be had from above address.

TYPEWRITER SHELF

Invincible Metal Furniture Co., Manitowoc, Wis., makes an insertable typewriter shelf which converts any of their

standard desks into a typewriter desk for temporary or permanent use. The typewriter shelf is sturdily made of metal, finished to match the desk. It fits

flexisort

A REVOLUTIONARY NEW

Marginal Punch Card System

- Holes and notches are punched simultaneously and automatically
- Any kind or size of card can be used (no pre-punched cards)
- Existing files may be converted without transcribing information
- Several cards, checks, coupons may be "gang" punched and coded at one time

FLEXIBILITY: Punch and code each card with variable data or several cards, checks or coupons with common information.

ADAPTABILITY: "Flexisort" supplements many other systems;—codes microfilm cards, address cards, multiple form sets, visible records, continuous forms, etc.

EASY TO OPERATE: Economical — no costly installation. Unusual savings in printing costs and clerical time.

SUPERIOR BUSINESS MACHINES, INC.

Chanin Building

122 East 42nd Street New York 17, N. Y.

Representatives in many cities

into a top box-drawer opening and forms a rigid, convenient support for the typewriter. Made so the opening will accommodate typist's handbag or other personal belongings.

STATIONERY CABINET

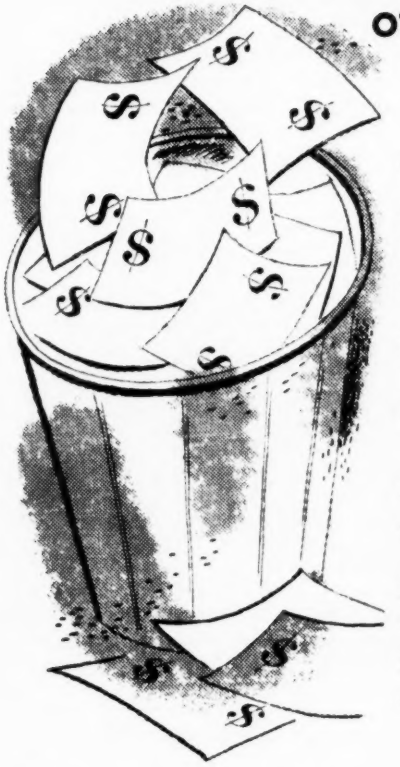
Office Specialty Co., St. James, L. I., N. Y., makes the Clerical Aid cabinet for use by secretaries and typists with pedestal typewriter desks. This allows the worker to have her paper, forms and all working and reference material within easy reach rather than behind her.

It provides additional space for work in process and reduces the worker's need to turn around and open drawers. The Clerical Aid can be placed between two typists for their mutual use. It is made in letter and legal sizes and it can be situated so as to form a modular-L working area for users of pedestal desks. Full particulars from above address.

FIRE-RETARDANT PAINT

Fyr-Kote Co., 27th & Douglas, Omaha, Nebr., makes a fire-retardant oil base flat wall paint, carrying Underwriters Laboratories label. It will withstand

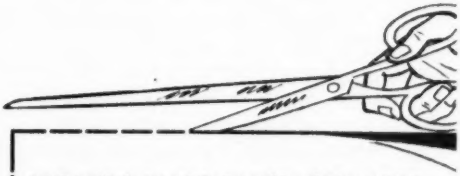
IMPORTANT money goes out in your wastebasket



One of the country's large firms did a study on waste—the waste of letters that had to be retyped. And their surprising finding is that 48¢ goes out the window every time a mis-typed letter goes into the wastebasket—time *and* paper are money!

EZERASE fine bond and onion skin with a *plus* is the ANSWER—the plus feature is absolutely clean erasures with an ordinary lead pencil eraser. Everything that's typed can be made on the *original* try.

Write us on your company letterhead for sample of Ezerase Bond.



MILLERS FALLS

"Fine Paper *Preferred* By Business"

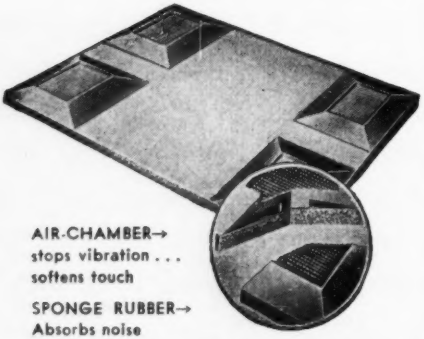
Fine Papers

BOND · ONION SKIN
EZERASE · OPAQUE

MILLERS FALLS PAPER COMPANY
Millers Falls, Massachusetts
Please send me the FREE sample of EZERASE and "Letters for Signature" folder

Name _____
Position _____
Company _____
Address _____
City _____ State _____

A Ritchie Air Cushion BELONGS Under Every Office Machine



● At last—an attractive pneumatic type cushion that definitely softens the clatter of typewriters (standard and electric) . . . adding machines . . . and all business machines!

● And more than that . . . the RITCHIE AIR CUSHION eliminates fatiguing and costly vibration!

● That is why there is a genuine need for a RITCHIE AIR CUSHION under every machine in the office! It's an inexpensive investment in office efficiency that will pay big dividends in fewer errors caused by jangled nerves . . . and higher production . . . better morale!

DEALERS: The effectiveness of the RITCHIE AIR CUSHION offers unlimited sales and profits to wide-awake dealers. Write for prices and discount data on this EASY TO SELL office necessity.

If your dealer cannot supply you, write

W. H. RITCHIE COMPANY

2555 North Sydenham Street
Box 6924, Philadelphia 32, Pa.

scrubbing with strong washing powder and boiling water; can be tinted with colors in oil. Literature from above address.

CARBON PAPER

American Carbon Paper Mfg. Co., Ennis, Texas, makes Longhorn Plasti-Carbon, Amco's top-drawer carbon, with newly designed back-printing that blends

perfectly with the western motif on the well-known Longhorn Brand package. American Carbon Paper Mfg. Co. makes a complete line of all types of carbons and ribbons for offices.

STEEL FURNITURE

Dixie Chrome Products, Irving, Texas, offer a colorful catalog of their new line

of square tubular steel office furniture designed by Charles Bundo. This furni-

Cormac copies anything-INSTANTLY!

Remember the many precious working hours lost in your office this month when additional copies of incoming correspondence, important forms or art work suddenly became necessary? The typing, proof-reading, correcting—and the money it cost?

You can change all that with the Cormac—a compact, fully automatic unit, manufactured in the United States—which gives perfect, DRY, inexpensive facsimiles of anything!

As with the typewriter and the calculator, the copy machine has rapidly become accepted **standard** business equipment. It can do jobs that were never before practical **within** the office. It's a "must" for any up-to-date organization.

Why not investigate the Cormac today? Your own office equipment dealer will be glad to show you how the Cormac profits every office, plant or shop. Or, write direct to Cormac.

Cormac is—

- **Practical**—Copies when wanted!
- **Economical**—Copies cost pennies!
- **Fast**—Copies in 19 seconds!
- **Simple**—No experience required!
- **Versatile**—Copies anything!
- **Error-Proof**—Legally acceptable!
- **Clean**—No ink, no stain!
- **Attractive**—Modern design!

Write Today!

You are cordially invited to visit us at the
NATIONAL BUSINESS SHOW
BOOTH 366
Grand Central Palace, New York City
Oct. 19-24

Cormac Industries, Inc.
41 East 42 St.,
New York 17, N. Y.
MUrray Hill 2-5964

Please RUSH Cormac descriptive literature, and free booklet, "Copies As A Shortcut in Public Relations."

(name & title) _____

(firm) _____

(address) _____

(city & state) _____

Dealer Inquiries Invited

Now, by Pushing Buttons dictating and office correspondence bottlenecks can be reduced or eliminated entirely. The Auto-typist method of automatically typing pre-composed letters will reduce typing time, double correspondence output and efficiency without requiring extra typists.

The Personal Touch—Order acknowledgments, answers to inquiries, promotion letters and the like that must be manually typed, can be prepared by Auto-typist 2½ times faster than any typist, and without error. Yet they are as personal as your signature. Salutations and necessary insertions are manually typed, but the rest is automatic.

Auto-typist

MAIL the attached coupon today for complete information on Automatic Typing.

American Automatic Typewriter Co. 510
614 N. Carpenter Street, Chicago 22, Ill.

Name .....

Company and Title .....

Address .....

City ..... Zone ..... State .....

ture features the attractive, square tube frames finished in wear-resistant enamel in choice of seven decorator colors which blend with the upholstery of Duran, Fabrilite or Naugahyde. Frames may be also had in triple plated satin-steel if desired. Seats and backs are filled with coil springs, insulated with the finest material. Loose cushion units are reversible and have patented Flex-o-Lator construction. All fastenings are concealed to provide uninterrupted symmetry of line and smoothness of surface. A free decorator consultant service is offered to dealers. Write above address for the free catalog.

CLOTHES WALL-RACKS

Vogel-Peterson Co., 1121 West 37th St., Chicago 9, Ill., makes four sizes of Office Valet Wall Racks in packaged units. This type of rack is mounted directly on the wall and can be positioned at various heights from the floor to ac-

commodate different age groups. Racks provide three spaced coat hangers and three individual hat spaces per running foot of length. They incorporate the basic principle of all Valet Racks in that they save floorspace, fit in anywhere, keeps wraps aired, open to light, dry and "in press." Constructed of welded square tubular furniture steel with perforated and embossed shelves in brown, gray and green.

Stapl-a-matic®

A NECESSITY IN MODERN BUSINESS

by Staplex

THE AUTOMATIC ELECTRIC STAPLER

● Here at last is real speed and efficiency in stapling! No more lost hours "banging away" at old fashioned staplers—a costly, tiresome operation.

Business of all types has proved that *Stapl-a-matic* cuts costs up to 70% or more in every department where stapling is required.

The fool-proof, instantaneous action leaves both hands free for work—no levers or foot pedals—no motor to turn on or off—or to wear out. *Stapl-a-matic* staples as fast as work is fed to it. Reloads in five seconds . . . no parts to remove.

THE STAPLEX CO. 10
775 Fifth Avenue, Brooklyn 32, N. Y.

☐ *Please arrange a free demonstration of the Stapl-a-matic in my office without obligation on my part.*

☐ *Please send me information on Stapl-a-matic.*

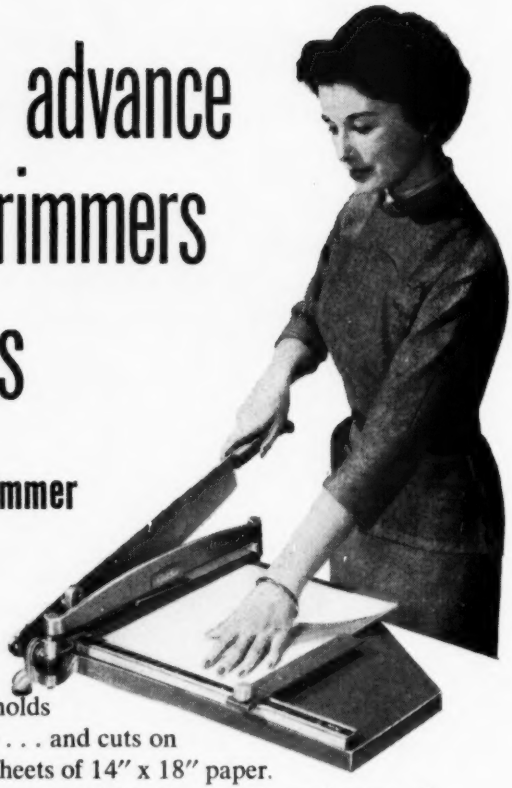
*Name*_____ *Title*_____

*Company*_____ *Address*_____

*City*_____ *Zone*____ *State*_____

THE STAPLEX COMPANY

First REAL advance in paper trimmers in 70 years



New Gestetner trimmer clamps and cuts in one operation

Here at last is a trimmer that holds the paper firmly, automatically . . . and cuts on a straight line! Takes up to 25 sheets of 14″ x 18″ paper. Entirely safe to use—the blade cannot drop. For details, and name of your nearest dealer, write Gestetner Duplicator Corp., Dept. 15, 50 McLean Ave., Yonkers 5, N. Y.

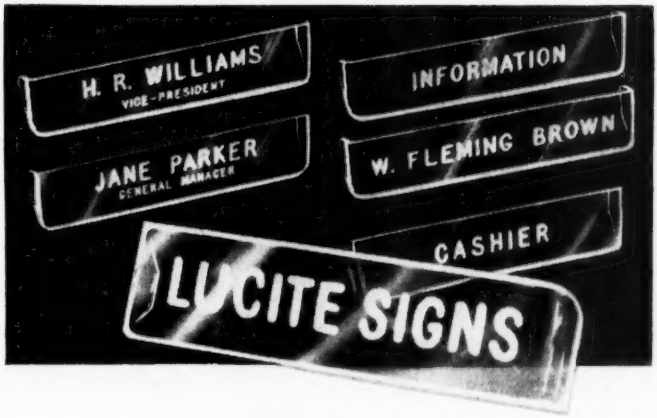
Made by the makers of the world-famous Gestetner Duplicator

Be sure to see the new Gestetner 260 Duplicator with *Continumatic* Inking—continuous, automatic ink application *from a tube*. Cleanest, simplest duplicating ever—cuts the cost of forms, bulletins, reports in half!

Gestetner

PARTS AND SERVICE FROM COAST TO COAST

DESK SIGNS



Heyer Corp., 1850 S. Kostner Ave., Chicago 23, Ill., offers custom engraving on high-quality plastic desk signs. Made of clear Lucite each sign is 8" long, 1⅞" high, with 1¼" easels at each end. The beveled Gothic characters are ⅝" high for legibility. Buyers are offered a choice of one or two lines of copy (name only, or name and title or position) with 17-character maximum count for each line (additional characters at slight extra cost). Heyer signs are cut on the same precision engraving machines by the same skilled operators who produce Heyer Lettering Guides, an accessory item in the company's main line of duplicating equipment. One-line Heyer Lucite signs are priced at $2.50; two-line signs are $3.50 each. Special prices on request for engraving metal and other materials or in large quantities. Prompt delivery is guaranteed on all engraving work.

HERE'S HOW TO GET MORE LIGHT - LESS GLARE

VERDEX COATING GIVES YOU GLARE REDUCTION WITH FILTERED LIGHT

Send for free information

You can make your offices more comfortable and efficient by switching to Verd-A-Lite. Proved in offices and plants throughout the country, Verd-A-Ray's Verd-A-Lite fluorescent tubes and incandescent lamps with new Verdex Coat filter out the harsh glare of infra-red and ultra-violet rays providing your working spaces with softer, more comfortable, color corrected white light—write today for the Verd-A-Ray story.

Complete line of standard fluorescent colors available.

VERD-A-RAY CORPORATION, 615 FRONT STREET, TOLEDO, OHIO

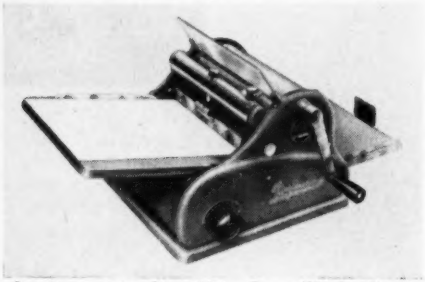
MACHINE DESK

Metal Office Furniture Co., Grand Rapids 2, Mich., makes the Steelcase All-Purpose office machine desk. It has a 60" x 30" top, three drawers in the pedestal and a center drawer. The re-

cessed machine platform is set at an angle for convenient use of a typewriter, adding machine or calculator. The desk has a fine appearance for receptionist or executive-secretary use, and is available in the following standard colors: metallic gray, desert sage, and mist green. Illustrated literature on this desk which combines beauty with functional design can be had from above address.

SPIRIT DUPLICATOR

Du Prints, Inc., 1225 S. Main St., Los Angeles 15, Calif., offers the Dupli-Royal Model 10 spirit duplicator which takes



sheets up to 9" x 13". It will duplicate up to five colors, take any weight paper

All my work is clear, sharp, easy-to-read since I cleaned my typewriter keys with BUD!

FASTEST CLEANER EVER!

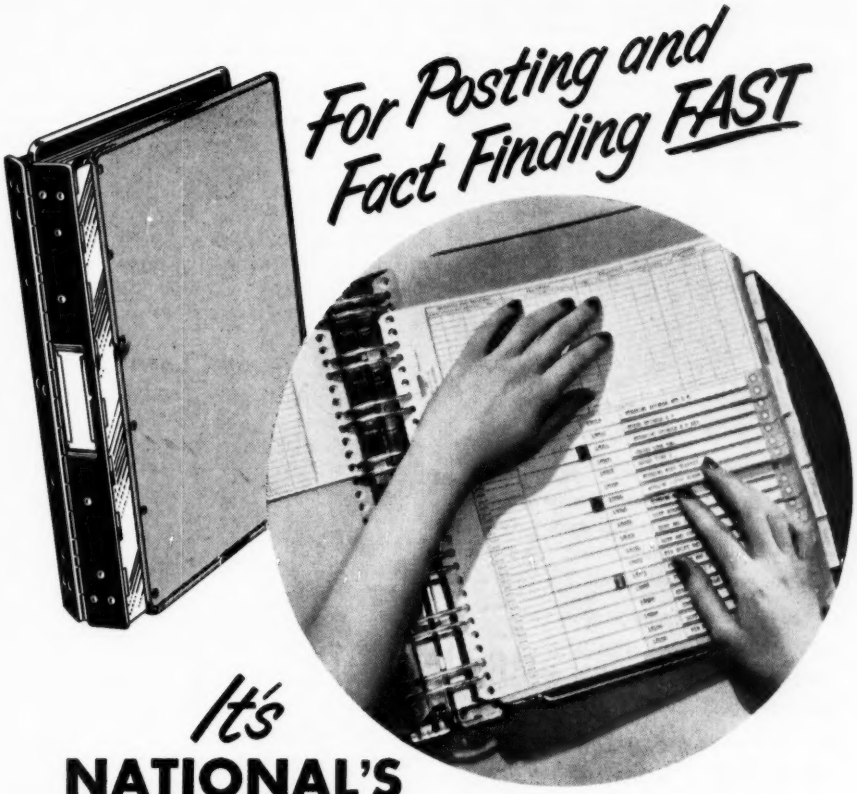
Pulls dirt right out of the type!

It's harmless, has absolutely no odor!

It's not liquid, it's pink plastic!

Bud® TYPE CLEANER

4229 YORK ROAD
BALTIMORE 12, MARYLAND



It's NATIONAL'S *Visible*

...Hundreds of Records — Every Record in Sight!

For Accounts Receivable, Credits, Collections, Stock and Purchase, Employee Records and many other uses, VISIBLE RECORDS speed your posting, your fact-finding, and the adding or removing of record sheets.

New "PRONGMASTER" adds even more speed

Yes, and to make recordkeeping *even faster* and more efficient National introduces Prongmaster. Its *automatic shift* permits taking out or inserting *single* sheets and retaining the original spacing without removing any other sheets in the binder. Binders handle more sheets and open flat for easy posting ... sheet lifters raise sheets smoothly over prongs ... a shift lock prevents accidental operation. Single binders may hold as many as **1900** records. Ask your National stationer or write for folder VR53.

NATIONAL

NATIONAL BLANK BOOK COMPANY
HOLYOKE, MASSACHUSETTS

GRAPHIC VISUAL CONTROL

THE BOARDMASTER SYSTEM

★ Graphic Picture of Your Operations — Spotlighted by Color
★ Facts at a Glance — Saves Time, Money, Prevents Errors
★ Simple and Flexible. Write on Cards, Snap in Grooves
★ Made of Metal. Compact, Attractive. Over 40,000 in Use

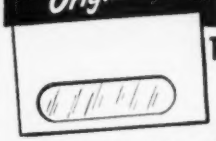
Some Typical Applications
PRODUCTION • TRAFFIC • SALES
INVENTORY • SCHEDULING
LOADING • AND MANY OTHERS

PRICE $49.50

FREE 24-Page Illustrated BOOKLET NO. F300 Without Obligation

Write Today for Your Copy
GRAPHIC SYSTEMS
55 West 42nd Street • New York 36, N. Y.

The Original "OUTLOOK" ENVELOPE



Today's Standard
Glassine or Cellulose Transparency
Outlook feature positioned to suit your particular needs. They save cost of addressing —eliminate errors. Used the world over. Write for samples and prices today.

OUTLOOK ENVELOPE CO., Est. 1902
Originators of "Outlook" Envelopes
1001 W. Washington Blvd., Chicago 7, Illinois

or card stock, has adjustable pressure control for light, medium or dark copies and gravity flow fluid control for long runs. Position of copy can be raised or lowered up to 2″. Plexiglas master clamp prevents wrinkling the master. Machine's gear teeth are cut for long, trouble free operation.

Dupli-Royal Model 10 is hand operated with two-way operating handle, attractively finished in gray wrinkle enamel with parts of copper, nickel and chrome plated throughout. Full information from above address.

DESK LAMP

Luxo Lamp Corp., 290 Madison Ave., New York 17, N. Y., makes the Luxo Lamp which gives complete light control for any job. Its soft, strong light can be directed to any location at the desired intensity. Its fingertip control raises, lowers, tilts and turns the lamp to any angle, where it then stays put

until purposely moved. It may be turned to the ceiling for indirect lighting during rest periods. The Luxo Lamp is economical to operate, using a 60-watt bulb. Different fittings allow it to be attached permanently or temporarily to any surface, or it can be had on a floorstand with silent ball bearing casters. Sturdily

1953

FORTY-FIFTH

NATIONAL BUSINESS SHOW

SERVING MANAGEMENT SINCE 1904

This internationally famous exposition, the first and largest Show of its kind in the United States, is expected and welcomed year after year by business management. They know it as "their" Show because it presents to the entire business community the latest developments in everything needed to construct, maintain and operate the modern office.

Most progressive firms will exhibit so that you may see the latest and best developments. They will be glad to furnish complimentary tickets.

26 leading management associations throughout the country have planned to have their members attend.

OCTOBER 19th thru OCTOBER 24th

Daily 1 P.M. to 10 P.M. • Saturday 1 P.M. to 6 P.M.

GRAND CENTRAL PALACE

480 Lexington Ave., New York 18, N. Y.

RUDOLPH LANG, Managing Director, 33 West 42nd St., N. Y. C. • PE 6-6760

New York City, the world's capital of business and finance, celebrates its 300th Anniversary and honors the National Business Show for a half-century of service by proclaiming Oct. 18-24, 1953

BUSINESS WEEK

Copifixt

CARBON COPY SETS

single, double, or multiple

She merely places your letterhead on a COPIFIXT form and inserts in typewriter . . . After she has completed typing, the original is separated from the COPIFIXT at the same time the first sheet under the carbon is *snapped-out*, producing a sharp clear copy every time . . . COPIFIXT is then ready for four more letters.

COPIFIXT consists of one sheet of specially designed carbon affixed to five easily detached sheets of Bond Paper, Yellow or White.

COPIFIXT is *clean* . . . Steno never touches face of carbon.

CONTACT YOUR STATIONER OR WRITE FOR FREE BOX

of COPIFIXT today. Clip this ad to your letterhead and mail to—

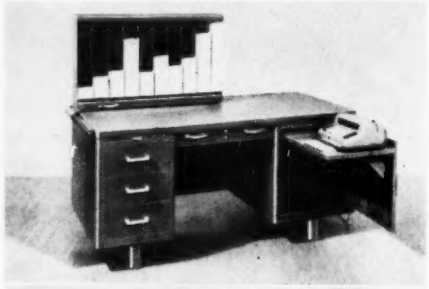
NATIONAL LITHO FORMS CO.
18423 EUCLID AVE., CLEVELAND 12, OHIO

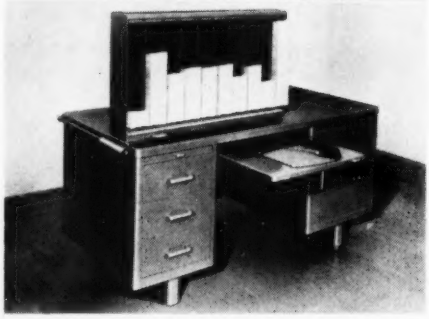
Designers and Manufacturers of Carbon-Interleaved Business Forms

constructed with stainless steel tubular arms, nickel steel tension springs, vented aluminum shade, the lamp weighs only 4 lbs., has 45" radius. Comes in choice of five colors: gray, black, green, ivory and mahogany. Illustrated literature from above address.

KEYSORT DESK

McBee Co., 295 Madison Ave., New York 17, N. Y., announces the Keysort Operations Desk, designed to efficiently combine all Keysort card processing into one unit. Desk is finished in gray with cast white metal hardware and gray linoleum top. The conventional center



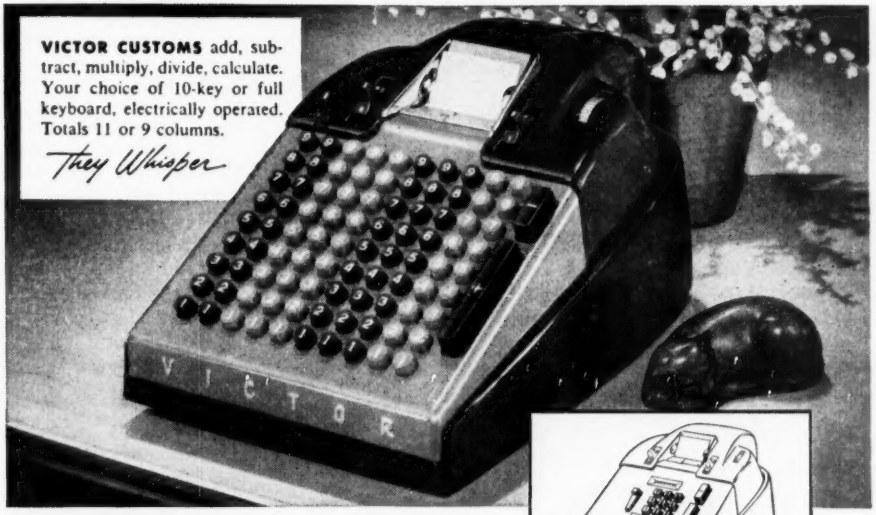


draw is replaced by the Keysorting shelf which is retractable. The card alignment block pivots 360°, locking into any position for the convenience of right or lefthanded operators. The Keypunch table has limit stops to hold any McBee model Keypunch. A chute carries card chips to a receptacle under the shelf. The card receiving rack on the top of the desk slides back and forth,

Reduce Noise, Increase Efficiency with VICTOR'S Exclusive

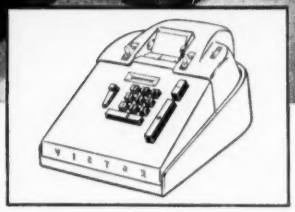
Super-Quiet

CUSTOM ADDING MACHINE



VICTOR CUSTOMS add, subtract, multiply, divide, calculate. Your choice of 10-key or full keyboard, electrically operated. Totals 11 or 9 columns.

They Whisper



Revolutionary Design Reduces Noise 54%*

Now Victor has surpassed even its own standards of silence in the high-speed Super-Quiet Custom adding machines. With the rugged mechanism "floating" in an exclusive sound-reducing case, Victor Customs are faster, more efficient, quiet as a whisper.

Available in both 10-key and full keyboard models, Victor Customs cut operating costs and simplify figure-work. A movable decimal marker, allows operator to pre-set decimal places, speeds calculation, eliminates counting columns on tape.

There are 42 basic models in the Victor line, for *every size and type of business.*

**Based on scientifically controlled tests.*

VICTOR ADDING MACHINE CO., CHICAGO 18, ILL.

World's Largest Exclusive Makers of Adding Machines. In Canada: McCaskey Systems Ltd., Galt, Ont.

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34 YEARS OF QUALITY RECOGNITION THE WORLD OVER

Victor Adding Machine Co., Chicago 18, Ill., Dept. OM-1053

Please send free literature on the Victor line including descriptive folder on the *Super-Quiet* Custom adding machines.

Name .....

Company Name .....

Address .....

City ..... State .....

FACTORIES, WAREHOUSES, OFFICES CUT TIME, LOSSES — SAVE STEPS

WITH WHEELER SOUND POWERED *Electric* TELEPHONES

- NO BATTERIES. No outside power.
- LOW in FIRST and LAST COST.
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- UP TO 12 stations intercom.
- Corrosion-resistant construction.

ASK ABOUT NEW EXECUTIVE-TYPE CRADLE PHONE.

THE WHEELER INSULATED WIRE CO., INC.
Division of The Sperry Corporation
1106 East Aurora Street, Waterbury 20, Conn.

Keep keys AT HAND... IN THE RIGHT HANDS!

with TELKEE Moore Key Control
A METHOD FOR FILING AND CONTROLLING KEYS

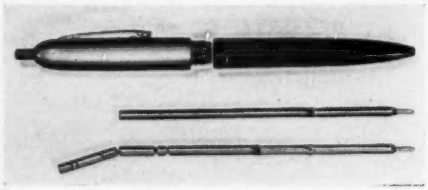
With Moore Key Control TELKEE, you never have to worry where keys are... or who has them—they're instantly available in neat, compact cabinets, easy to set up and operate. Saves cost of expensive lock repair and replacement, too. Moore Key Control usually pays for itself the very first year you own it.

P. O. MOORE, INC.
302 Fourth Avenue, New York 10, N. Y.

either to a handy forward position when needed, or to the back of the desk to provide conventional working surface. The Keysort Desk, in addition to being a specialized device, acts as a standard desk. Three large drawers on the left side provide space for current working papers, accessories and personal possessions.

BALL PEN REFILL

Fisher Pen Co., 757 Waveland Ave., Chicago 13, Ill., makes the One-For-All ball point refill which will fit over 100 different brands of retractable ball pens. This item is not to be confused with the Universal Refill that Fisher brought out several years ago. The new refill is preslotted to break off to the same length as the user's old pen cartridge. It will



also fit 'off-brand' pens which until now have been practically impossible to refill. By laboratory tests the One-For-All Refill contains enough ink to write a continuous line more than one mile. It flows evenly, dries quickly, and is approved by bankers and lawyers in addition to carrying an unconditional guarantee by the manufacturer. It retails for 49c, is available with blue, green or red ink.

DUPLICATOR PAPER SAMPLES

Old Town Corp., 750 Pacific St., Brooklyn 38, N. Y., offers a free copy of the attractively prepared Old Town Duplicator Paper sample book with actual samples of watermarked Old Town Duplicator Papers designed to give long runs and bright, clean copies. The paper, especially developed for liquid process duplicators, is manufactured under close

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MultiMat

Makes Semi-Automatic Calculators FULLY AUTOMATIC in 30 minutes

It's true! Using the MULTIMAT is as easy as dialing a telephone and it will multiply and move the carriage automatically.

MULTIMAT can be applied to Monroe calculators, models: MA4, MA5, MA6, MA7; Marchant D models; Facit NEA; R.C. Allen model 35; and Friden models C and D. Avoids errors, increases efficiency, no training needed.

Visit us at the National Business Show, N.Y.C.—**BOOTH 237, MEZZ.** We will be happy to demonstrate the Multimat for you.

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Exporter of Typewriters, Calculators and Bookkeeping Machines.

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- **What are the latest developments in punched-card accounting machines?**
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Many of the answers to these and other pertinent questions will be found in . . .

Vol. 2, "The Punched Card Annual"

Completely NEW, from Cover to Cover!

Over 200 pages packed full of valuable information for everyone engaged in punched-card machine accounting, authored by outstanding authorities. Many tips on tabulating, forms, accessory equipment and short cuts to more efficient operation.

Examine FREE for 10 days

After this period if you agree it is of value to you and your company remit $6.00 plus postage or return the copy without obligation.

Send for your copy, TODAY!

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REDIFIXT W-2 TAX FORMS

WITH STATE FORM COMBINATIONS

- *One typing takes care of all the work for all filing requirements.*
- *One operation snaps out the carbon from all copies.*
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- REDIFIXT Standard Forms — 2, 3, 4 or 5 parts, carbon interleaved, invoices, bills of lading, purchase orders, reply messages.
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- Custom printed forms, REDIFIXT snap-out or continuous, including IBM, N. C. R. and other bookkeeping forms.

WRITE FOR CATALOG B-10

Consolidated Business Systems, Inc.

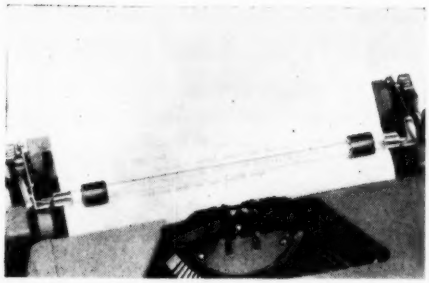
30 VESEY ST. NEW YORK 7, N. Y. BArclay 7-3687

quality control and has a perfectly flat, lint-free surface which allows trouble free machine operations. Old Town has seven bright colors, ideally suited for system work: white, blue, green, canary, pink, goldenrod, buff. The sample book has a chart to help the paper buyer determine weights and sizes of Subs. 16 and 20 duplicator papers.

EXECUTIVE FILE

Cole Steel Equipment Co., 285 Madison Ave., New York 17, N. Y., makes the President's File which contains four letter size, ball bearing file drawers and two double drawers for 5" x 3" or 6" x 4" cards (6400 capacity) which can also be used for leases, contracts or cancelled

checks. A hidden vault, protected by an outer door with 3-way locking mechanism, has a 4" dial combination lock. The No. 475 President's File is made of heavy gauge steel, 37½" high, 31½" wide and 18½" deep, finished in olive green or Cole gray baked enamel at $64.95. It is also available in grained walnut, mahogany or knotty pine finish at $12.50 additional. Illustrated literature from above address.



TRANSPARENT PAPER BAIL

Maroth Engineering Co., Wilton, Conn., makes a transparent paper bail which can be substituted for the solid bar on typewriters. Its use allows the typist to see her work without lifting paper bail. The transparent bail is available for practically all machines and can be installed in a few minutes. Full information from above address.

A WESTON PAPER

HOW WELL DOES YOUR LETTERHEAD REPRESENT YOU?

Does it convey the idea that yours is a substantial business — does it have the look and feel . . . the rag content snap and crackle . . . that makes a good impression? Make sure by specifying WESTON BOND for your next letterheads. Your printer will tell you it's ideal for business forms, too. Made by Byron Weston Company, Dalton, Mass. Write for sample book. Address Dept. OF.

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Envelopes to match with Grip-Quik seal fast gum.

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In 9" — 12"— 15"—18"—24" Lengths.

Can be used as a ruler, paper cutter, straight-edge. Made of highly tempered steel, backed with patented NON-SLIP material. Graduated in 1/16ths. Individually engraved below the surface of the metal. Will not wear off. Will not slip nor carry ink on the edges.

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Dupli-Typer Ribbon Attachments Make INKED Copies

Increase Production—Reduce Costs

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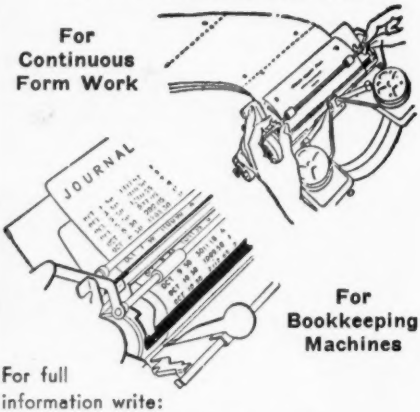

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Ball-Point Refills

Fit all these New Style Pens

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Comes with three attachments **$8.85** Delivered

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STANDARD COPYHOLDER SALES & DIST. CO., Dept. 10.
3145 Perlita Avenue
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TABULATING-FORM BINDERS

Star Loose Leaf Co., 165 Duane St., New York 13, N. Y., makes a line of loose leaf binders for marginal punched tabulating machine forms. Binders are made for a wide variety of form sizes and in several styles: with brass flexible post and slide fasteners, thin solid posts, Pressbutton Keyless posts, and thin prongs. A free illustrated folder containing complete specifications and prices of all binders can be had by writing above address.

VOICE STENO-REPORTER

Hush-A-Phone Corp., Room 710, 65 Madison Ave., New York 16, N. Y., makes the Echo Verbatim Reporter for noiseless voice recording. It can be used with any type of dictating machine. The stenographer or reporter repeats what they hear into the Echo's microphone but their voice cannot be heard by others in the same room. Use of the Echo is approved by the U. S. Civil Service Commission for Federal Reporters and it allows any person with the use of speech to become a stenographer or reporter.

A person who can speak another language can translate and record simultaneously. The recording can be tran-

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200	4.05	7.65	4.50	9.25	5.75	9.35
300	6.06	9.55	6.75	11.00	8.55	12.45
400	8.08	11.20	9.75	12.85	11.35	14.45
500	9.30	12.75	11.25	14.25	13.75	16.55
600	10.50	13.60	12.50	15.50	15.50	18.30
700	11.55	14.55	13.60	16.60	17.30	20.20
800	12.50	15.50	14.50	17.40	19.00	22.00
900	13.75	16.55	16.50	18.90	20.50	23.50
1000	14.60	17.60	17.25	20.25	22.75	25.80

Write for prices on larger quantities. Also W-2 Envelopes • Imprinted or Plain. Send for samples and complete price list.

Available for immediate delivery, or for shipment in Dec. if desired. Give name, address and identification number for imprinting.

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WRITE TODAY FOR OUR PERIODIC MAILINGS.
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3. *Better hearing—noisy places.*

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Model for all types of phones and dictating machines.
Write for Literature
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scribed by anyone or played back as desired. Voice recording at the rate of 200-250 words a minute is possible by persons with no knowledge of shorthand. Even technical and medical terms not in the reporter's vocabulary can be recorded by just repeating them into the Echo which can be held in the hand or rested on a desk. An illustrated booklet describing the Echo and its use can be had free from above address.

TYPEWRITER-TAPE FOLDER

Labelon Tape Co., Dept. O, 450 Atlantic Ave., Rochester 9, N. Y., offers folder No. 7, designed primarily as a mailing piece or envelope stuffer, and printed in 3-colors. It completely describes Labelon Flat Labels for typewriter use, covers features of the tape, suggests a

few of its thousands of applications, shows how to use it and gives full specifications. The folder provides a complete sales story and can be furnished imprinted with an order form including dealer's name and address, with dealer's name and address only, or blank. Quantities may be secured at no cost by dealers, jobbers and distributors.

Stay ahead at the office while away in the field

. . . with easier-to-use

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Only dictation disc useable on long playing phonographs.

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Send sample disc and literature.

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This Amazing Desk Stabilizer

Makes Typing Easier, Faster!

No one can be expected to type decently on a wobbly, slanting typewriter platform. But with a firm, self-locking Jac-a-desk, typing becomes easier, faster, less noisy — mistakes fewer.

$4.50 JOBBERS WRITE

Jac-a-desk has smooth exterior—no protruding locks or handles. Expands from 16" to 30" —high enough to support standard height desk leaves. See your dealer today! Specify Jac-a-desk!

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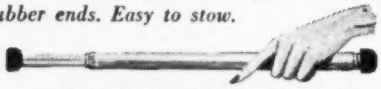
IMPORTANT! *Before making costly repairs or replacement try Jac-a-desk. Perhaps your typewriter only needs this common-sense support. Up in a jiffy, down in a jiffy—locks automatically. Non-snag, satin-like finish. Sure grip rubber ends. Easy to stow.*



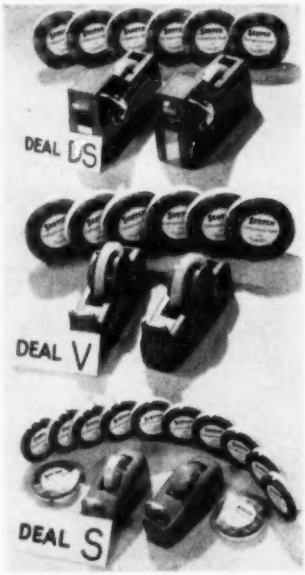
GONCO MANUFACTURING COMPANY
1259 So. La Brea Avenue, Los Angeles 19, California
IN CANADA: Underwood Ltd., 135 Victoria St., Toronto

PRINTING TYPES

American Wood Type Mfg. Co., 35 West 3rd St., New York 12, N. Y., offers printing shops a free copy of their specimen book showing types of Stephenson Blake & Co. Ltd., Sheffield, England. Seventeen type faces (metal) are illustrated.

TAPE & DISPENSERS

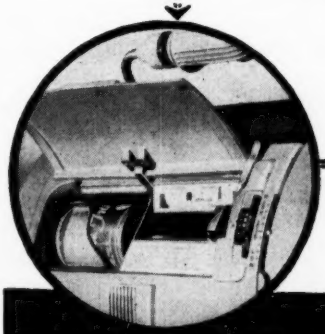
Minnesota Mining & Mfg. Co., St. Paul 6, Minn., offers three deals on long rolls of cellophane tape until Oct. 31. Each deal gives the user two tape dispensers for the price of one and includes a dozen rolls of new, tighter sticking Scotch brand cellophane tape. Deal V



consists of two deluxe heavy-duty dispensers and 12 rolls of ½" by 2,592" tape. The all-metal dispensers are finished in gray enamel, weigh 4½ lbs. and accommodate tape up to 1" wide. Deal DS includes two semi-automatic Model 92 definite length dispensers and 12 ½" by 2,592" rolls of tape. The dispensers issue pre-determined 1" to 4" lengths of tape at the touch of a hand lever (longer

ONLY REX-ROTARY D270

HAS



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never before SUCH ACCURACY

Get the facts on the revolution in stencil duplicators...

The introduction of the revolutionary REX-ROTARY D-270 set entirely new standards in the mimeograph field. For the first time a stencil duplicator provided

COMPLETE AUTOMATIC INK CONTROL that can be pre-set to produce light, medium or dark copy. A bell signals when ink supply is exhausted.

COMPLETE ELIMINATION OF LEAKING INK and messy ink pads.

PRINTING PRESS PRECISION in registration control, uniformity of copy and automatic feed.

PRICED TO SAVE YOU AS MUCH AS 50%!

DEALERS: *Some Territories still available for qualified and aggressive distributors*

See us at National Business Show, Oct. 19-24, Booths 343-345 Grand Central Palace, New York

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ATTENTION!

OFFICE MACHINE DEALERS

● HOW WOULD YOU like to sell the stencil duplicator that is years ahead of any other – anywhere – at any price?

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● HOW WOULD YOU like to have a line of stencil duplicating supplies so complete and of such quality you can sell your customers the best and keep them as repeat customers, year after year?

That is exactly what you can do with TEMPO!

Regardless of what you now have, you owe it to yourself and your customers to investigate TEMPO – the most complete line of finest quality duplicating equipment and supplies.

Write today. Start increasing your profits NOW.

See them at N.Y. Business Show, Booth 375, Oct. 19-24

MILO HARDING COMPANY
432 W. Pico Boulevard
Los Angeles 15, California

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Sounds like the line we've been looking for. Rush full information.

TEMPO

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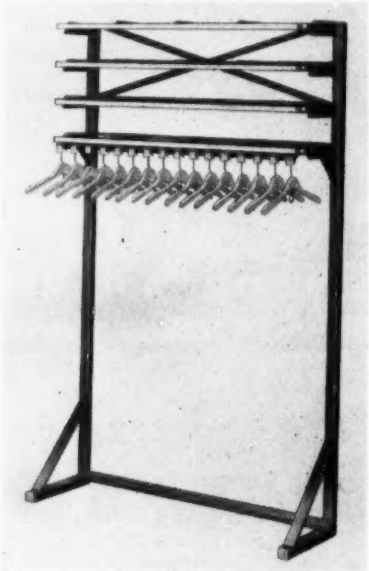
ADDRESS_____
ATTENTION:_____

A1

lengths by simply depressing the lever repeatedly). Each dispenser weighs six lbs. Deal S contains two handy deluxe-desk dispensers and 12 rolls of ½" by 1,296" cellophane tape. Each dispenser weighs slightly under 3 lbs. and takes tapes up to ¾" wide.

CLOTHES RACKS

Borroughs Mfg. Co., 3002 N. Burdick, Kalamazoo, Mich., has added three units to its line of Wrap Racks, of rigid steel



construction, spot welded for added strength. Coats hang straight because there are no obstructions. Hats rest on

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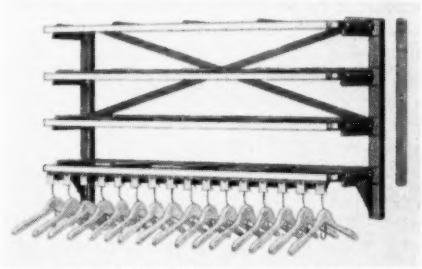
PRECISION PLATEN PERFORMANCE
100% GR-S RUBBER
SEND FOR OUR PRICE LIST
Serving The Trade Since 1925
TYPEWRITER EQUIPMENT CO., INC.
409 LaFayette St., N. Y. C. 3, N. Y.

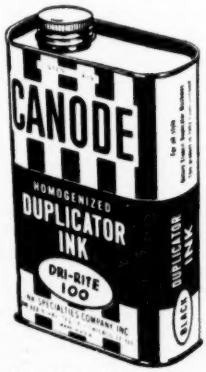
round rods of all units; not on dusty shelves. The Wrap Check Rack is available in three standard units to accommodate 12, 16 or 20 coats and hats. All 3 are available also in double-face units, doubling the capacity. Add-units may be added to any standard unit, thus eliminating an upright post on each extra sec-



tion. The Wall Wrap Check Rack has four tiers for hats and holds four garments per foot, while Add-units may be added. The Regular Wall Wrap Rack has three tiers for hats and holds three garments per foot (Add-units may also be added). Wall units can be attached to the wall by separate brackets which are furnished. Literature from above address.

DUPLICATING INK

Ink Specialties Co., 523 N. Halsted St., Chicago 22, Ill., has re-formulated Canode Dri-Rite 100 Black stencil dupli-



cating ink to give clean, sharp, blacker black reproduction and instantaneous drying. On mimeo bonds, it dries as

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Precision

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Cutting and Edging

Typewriter Ribbon Fabrics

•

Cotton and Silk Nylon Fused

WIDTHS ACCURATE
ALL WORK
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Prompt Service

TEXTILE CUTTING CORP.

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- Typing
- Stenography
- Filing
- General Office Work
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sheets stack. It is reported never to smudge, offset, or require slipsheeting; is guaranteed not to harden in cylinders, clog pads or damage stencils. Canode Dri-Rite 100 is also guaranteed to perform perfectly in any climate. Hot or cold, dry or humid, weather is said to have no effect on the improved formula. Perfect workability, legibility, ease of use and speed of drying are dependable advantages under all duplicating conditions. Standard 1-lb. packages of Canode Dri-Rite 100 are available in both flat and round cans; and plastic squeeze dispenser for half-pounds only. Gentle pressure neatly dispenses the exact amount of ink exactly where desired; keeps hands clean, yet makes available every bit of ink in the container without mess or scooping. Private label packing is an extra opportunity offered dealers and distributors to develop prestige in a line of their own.

RELIEF DUPLICATOR

International Duplicator Corp., 233 Park Ave., New York 17, N. Y., distributes the Printo 363 office printing machine which prints directly on either hard or soft finish paper or card stock from thin metal foil masters that are typed in the office, and from rubber plates. The thin metal masters will produce 50,000 or more copies and rubber plates will produce 500,000 copies. Both can be filed for reruns. The Printo is a quiet, compact, electrically driven relief duplicator with fully automatic inking,

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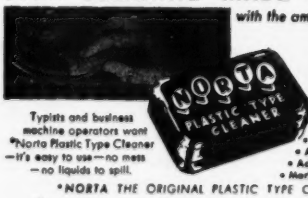
with the amazing

Norta*



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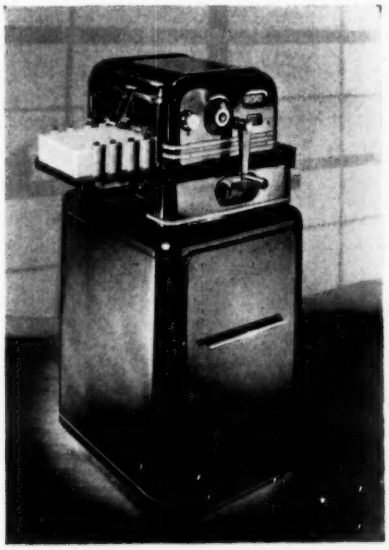

instruction. It is manufactured by Roto-Werke AG, Konigslutter, Germany, where it is used in systems work. Dealers are being appointed throughout the U. S. with exclusive territories. Full information from above address.

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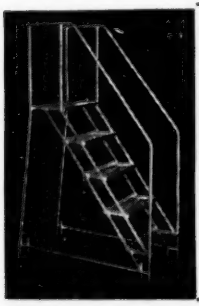

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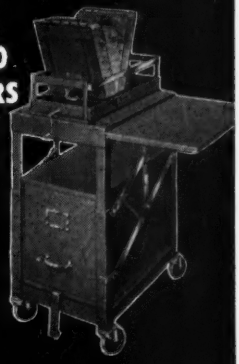

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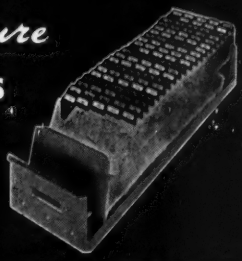

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ual Income and Tax Record" allows an individual to keep records which will give him the best tax "breaks". "Business and Tax Record" aids in determining the lowest possible tax. The use of each book provides all records required by law. Another book called "Appointments," offers the user a combination calendar and complete check list of possible daily tax deductions.

PURCHASING RECORDS

Remington Rand, Inc., 315 Fourth Ave., New York 10, N. Y., have published a case history on Kardex Visible Purchasing Records. "The measure of effectiveness of a purchasing department is to provide manufacturing and operating departments with no more and no less of the items required at their proper time of need," says Llewelyn Jones, di-

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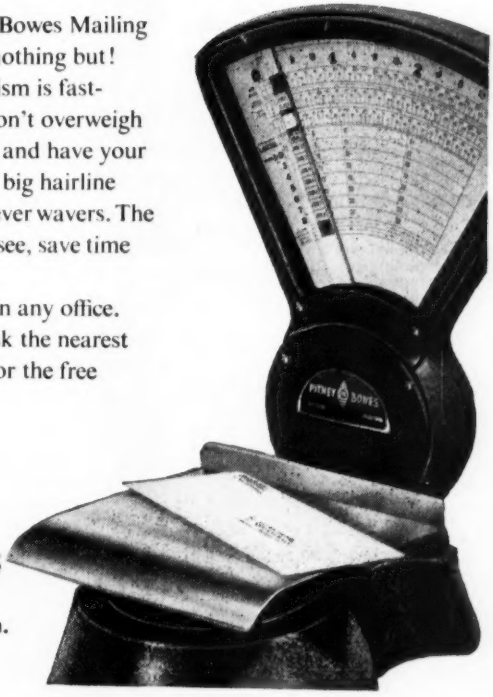

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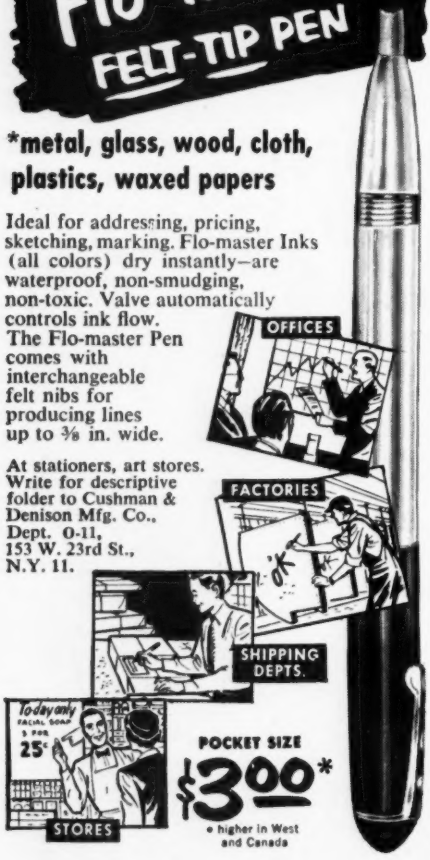

rector of purchasing, Heywood-Wakefield Co., Gardner, Mass. The case history shows how Kardex Visible Purchasing Records help Heywood-Wakefield maintain a smooth running purchasing department. For a free copy of the complete case history write for Booklet No. S1794 (report 818).

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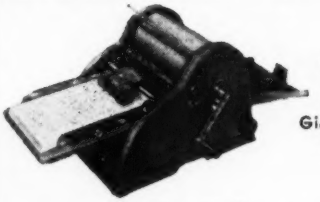

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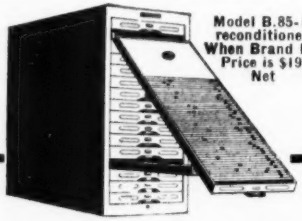

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Determining Punched Card Effectiveness

(Continued from page 68)

should equipment be procured without a justification of the additional expense, based on a comprehensive study.

3. Overtime use of equipment is usually more economical than procurement of additional equipment and personnel for temporary situations. However, the facts of each case should be reviewed to determine the cause and possible correction of the cause. Frequently it is found this may be accomplished by revamping procedures and rescheduling regular operations to eliminate the peak condition. In any event, for each particular case it should be established that overtime, if it is to continue, is the most economical course of action.

Second and third shift operations also prove less expensive for many operations than the maintenance of additional personnel and equipment on a primary shift. The main point to consider in the case of additional shift usage of equipment is that all prior shifts, for which rental is being paid, are receiving reasonably full utility. If prior shifts have low utility and equipment rentals are being paid for that period of time, obviously a loss is being sustained.

4. Each unit should have, as a minimum, the better part of one of its shifts left unassigned for possible emergency expansion. A unit which is using all equipment on three shifts has no area for expansion other than additional procurement. This can seldom be accomplished rapidly enough to cope with an emergency, such as mobilization; therefore it should be avoided.

5. To measure the amount of time a machine is in use, incapacitated or standing idle, a daily report of machine time should be maintained. This record should show the machine and operator that used it; the project for which the machine was employed; the amount

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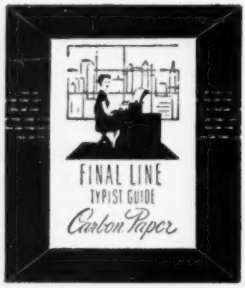

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of time the machine was in operation on the project; and the time the machine was idle due to equipment failure. This information should be recapitulated periodically and summarized to permit utilization to be analyzed.

6. An analysis of machine utilization should be made at least every quarter to determine the quantity of equipment required, the possibility of accepting additional workload, excessive breakdown time, etc.

7. Utilization of less than 65% usually indicates that the piece of equipment in question has the capacity to accept a certain amount of additional workload. Using free time on selected pieces of equipment is not always feasible, since the average job requires the processing of several different types of equipment; however, utilization of less than 65% on all types of equipment is usually a good indicator that additional workload can be absorbed without an increase in equipment.

8. Utilization of less than 50% on two or more pieces of the same type of equipment usually indicates a need for re-scheduling of workload or revamping of procedures to obtain a reduction in equipment. One-of-a-kind equipment with low utility in most instances cannot be eliminated; the area for investigation under these circumstances is the possible joint use of that type of equipment with other units nearby.

9. The time during which machines are incapacitated due to equipment failure should be no greater than 3% of the available hours. If it is found that downtime continually exceeds this amount, the maintenance facilities should be investigated, the causes determined and the condition corrected.

WORKLOAD

1. A good punched card application is one that can be produced on punched card equipment more economically than by any other means. In evaluating a job for machine production, it should be weighed, costwise, against the former method and all possible alternate methods of production.

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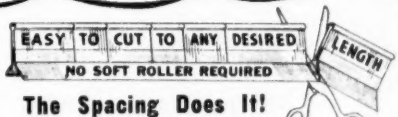

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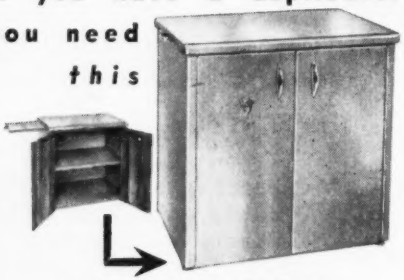

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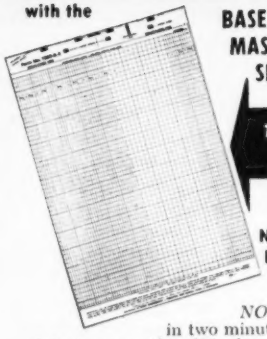

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2. The most effective tool which the supervisor of any tabulating installation has at his command for getting the most out of his unit is a properly developed and applied Workload Schedule. The format of this document is unimportant as long as it accomplishes its purpose. The schedule should show each job to be prepared by the unit for a projected period of time, broken down by type of machine required, the amount of time required on each type of machine and the dates on which the jobs will be processed through the equipment. This item is considered a necessary basic planning document for a department.

3. Actual performance should be measured against the projected Workload Schedule in such a way as to immediately signal requirements for rescheduling, or the possibility of accepting additional workload. The document should indicate increase or decrease in workload, requirements for overtime, need for second or third shift utilization, or the need for an increase or decrease in equipment.

4. A normal backlog of work is one which does not result in late reporting and does not continue to increase in proportions. Where reports are continually late and a backlog of work continues to increase, a review of procedures, schedules, and workload is required.

5. & 6. Each operation performed by the punched card unit should be covered by an up-to-date written procedure. These procedures should contain sufficient detail to permit operators to perform the required functions with a minimum of additional instruction. Each procedure should include a filled-in sample of the reports required, and a sample deck of cards which will cause the machine to duplicate the sample when properly set up.

7. As a visual aid to both technical and non-technical personnel, each procedure should be accompanied by a general flow chart of operations involved. This chart, if properly prepared, will

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permit both survey groups and operators to gain a rapid picture of all aspects of the entire job, and simplify procedure revision for the planning staff.

8. All machine prepared reports should be reviewed periodically to determine whether they are still required and are serving the intended purpose. The frequency of preparation should be reviewed to determine whether less frequent preparation would suffice. Consideration should be given to the joint use by more than one user of similar type reports, to the existence of duplication of effort, to the possibility that the information required can be gotten more cheaply from another source.

9. The detailed procedures of the unit should be reviewed periodically by a management technical analyst to determine: (1) whether the job is still a good punched card application, (2) whether the procedure used is the best method of accomplishment, (3) whether the equipment maintained is the most practical for the type of application required, (4) whether the quantity of personnel and equipment is satisfactory, (5) whether the workload schedules are the most practical. The procedural study should cover all aspects of the punched card unit such as space, organization, card and report format, work and document flow, etc.

10. & 11. When two or more punched card units are found to be operating in the same general area, a close liaison should be maintained between them for the inter-change of workload during periods of peak production. Plan the joint utilization of specialized or one-of-a-kind equipment where possible, and the physical transfer of workload to offset additional procurement or the use of overtime within one installation.

12. When two or more punched card units are operating in the same firm, consideration should be given to the possibility of consolidating them. In most instances, it will be found that the subject matter processed by the units is not pertinent to the consideration as

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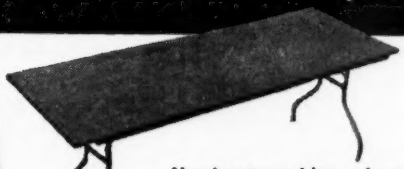

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ALSO ROUND IN 36", 48", 54", 60", and 72" DIAMETERS. AND HALF-ROUND 96" x 48".

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Absolute register, non-smudge, perfect for all types of business forms—2 to 12 parts. Our modern plant is equipped to do the complete job—printing, carbonizing and binding—or any part that you wish. Samples on request.

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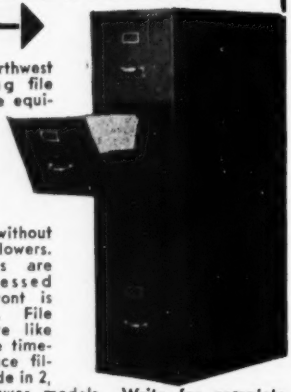
SPOT CARB

Get 20% more Filing Space per Drawer with NORTHWEST "V" EXPANDING FILES



YES sir, 4 Northwest "V" expanding file drawers have the equivalent in "workable capacity" of 5 conventional files with rigid fronts.

Letters can be easily removed—and replaced without touching the followers. Drawer contents are tightly compressed when drawer front is swung closed. File clerks everywhere like them, for they're time-savers and reduce filing fatigue. Made in 2, 3, 4 and 5 drawer models. Write for complete details. IMMEDIATE DELIVERY.

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long as the types of equipment maintained are basically the same. When all factors involved have been considered, the advantages should be carefully weighed against the disadvantages before a decision is made.

13. The usual mission of a punched card installation is to provide punched card service for one or more organizational elements. Ordinarily a unit has one primary function, such as the production of supply or fiscal reports, but the unit should be organizationally located so that it can provide economical machine service for all divisions in the same locality as a secondary function. The personnel and equipment of a punched card installation are capable of producing reports and studies on a multiplicity of varied subjects so that the non-productive time may be used to advantage in many divisions.

14. When a punched card unit is maintained within an activity, the service of that unit should not be restricted to one subject matter. Periodic review of all clerical type operations of the activity should be made to determine which would benefit from mechanization. Since a punched card installation is a production-type organization, its cost goes down as production increases. It is therefore necessary to be constantly on the alert to determine possible areas of savings through the mechanization of clerical operations.

SPACE

1. & 2. The assigned space should be adequate in all respects, permitting the

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This month's special LA5-160, LA5-200, 100% Rebuilt.

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IN MINUTES
INSTEAD of HOURS
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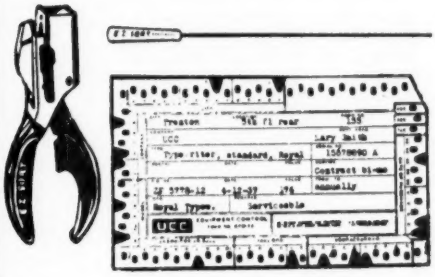

Quick facts from punched cards! Saves you up to 65%, sorting out data for production control, inventory, sales, payroll, etc. Anyone seated at desk, can do the job with E-Z Sort. A simple hand rod is the only tool. E-Z Sort is widely used by organizations in every part of the country. Can be readily adapted to your needs. Our nearest office will gladly show you; or write us for details.

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IT'S A SPLENDID MACHINE

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free movement of operators around the equipment; convenient access to files and work tables. The space, however, should be fully utilized and such items as cards and paper in excess of immediate requirements need not be physically located within the room.

3. The machine layout should be a function of the normal type operation performed by the unit; that is, the machines should be placed in such a manner that routing of cards and other material will require a minimum of transportation. For example, where the normal processing of punched card files is performed by the collators, these should be located close to the files to eliminate the need for carrying large numbers of cards to the machines and back to file.

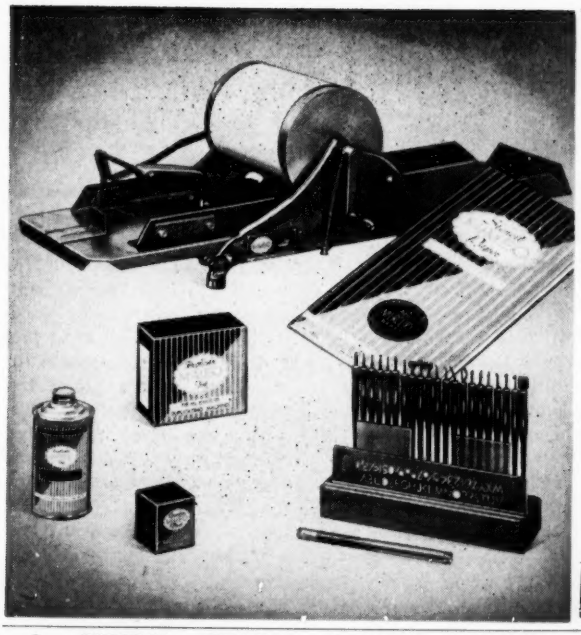
4. Carelessness around a punched card unit is reflected in cards and trays being left out in the open, unmarked, to gather dust and become misplaced. Such items as plugboards, wires, cards, paper, etc., should be kept in their proper places in cabinets or files, unless in actual use. Articles should not be permitted to accumulate on machines, and all other normal good housekeeping rules should apply to a machine unit.

5. Each punched card installation has its own separate requirements for typewriters, adding machines, calculators, desks, file cabinets, etc. However, only the equipment and furniture required for the performance of the assigned mission should be maintained, and all unnecessary items removed.

FILES

1. & 2. Filing system should be simple and data housed should be easily accessible. The files should be maintained in such a manner as to permit the extraction of as much data as possible without resorting to machine processing.

3. Records, files, reports, etc., should not be permitted to accumulate for an indefinite period of time in a punched card unit. Each item should be evaluated in terms of its required life, and disposed of according to established records disposal procedures.



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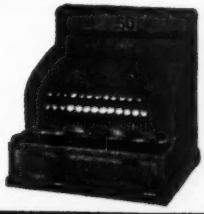

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NEWS of the Office

NABAC 29th Annual Convention

The largest group to ever attend a convention of the National Assn. of Bank Auditors and Controllers is expected in New York Oct. 19 for their 29th annual convention at the Roosevelt Hotel, according to general chairman Henry G. Diefenbach, vice president and controller, United States Trust Co. of N. Y. To insure that the program will feature subjects that the delegates most want discussed, a questionnaire was sent to NABAC members several months ago by program chairman Everett J. Livesey, vice president and secretary, Dime Savings Bank of Brooklyn. As a result, the program will cover such subjects as: direct verification; the future of the auditor in banking; control of personnel turnover; pension and profit sharing plans; audit control without an auditor; review of service charges; work simplification; various systems of operating a Christmas Club and a panel of supervisory authorities. The session on Oct. 21 will be divided into two groups: one will cover the current problems in large banks, the other will discuss problems pertinent to smaller institutions.

Pittsburgh Business Show

The biennial Pittsburgh Business Show will be held at the William Penn Hotel, Nov. 17-19. Jointly sponsored by the Pittsburgh chapter of National Assn. of Cost Accountants, Office Management Assn. of Pittsburgh and Office Equipment Sales Managers Assn. of Pittsburgh, it is expected to surpass the 1951 show which had 56 exhibits and was attended by over 5,000 persons. Data from F. A. Huhn, United States Steel Co., 525 William Penn Place, Pittsburgh 30.

Computer Conference

The annual conference of the Assn. for Computing Machinery took place Sept. 9-11 at Massachusetts Institute of Technology, Cambridge. A well balanced program treated the different aspects of computer performance and applications, both for scientific and engineering purposes and future commercial and industrial uses. Registration was over 500 and 70 addresses were given. Scheduled tours through MIT's Whirlwind I computer were well attended with great interest in the sample problems processed.

Phila. Records Conference

The first conference of the Records Administrators Assn. of Philadelphia will be held at the Bellevue-Stratford Hotel, Oct. 9. Ten speakers will cover all subjects pertaining to filing and records management. Registration and luncheon are $3.50. Write Emma C. Reinheimer, Girard Trust Corn Exchange Bank, Broad & Chestnut Sts., Philadelphia 2.

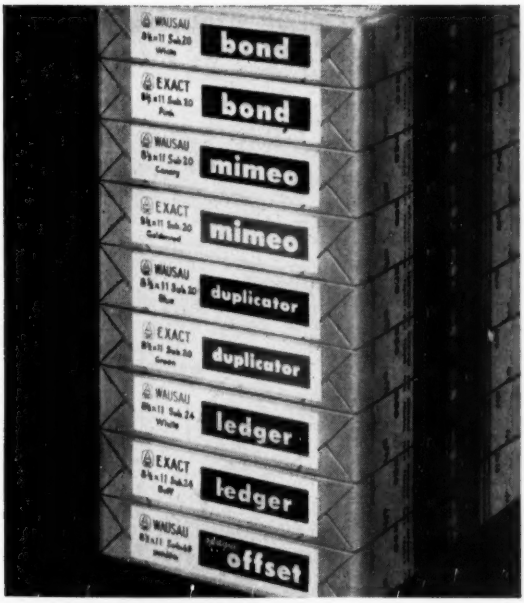
Chicago Records Conference

The 22nd annual records management conference will be held at the Edgewater Beach Hotel, Chicago, Oct. 9. One of the speakers, Dr. Robert R. Shaw of the Dept. of Agriculture, will describe "A New Machine To Sort Out Subject Data Mechanically."

Records Seminars

A brochure describing seminars on systems and management control methods conducted by the Remington Rand Institute of Records Administration & Management Control and titled, "Invi-

Each package of 500 sheets is individually wrapped in distinctive protective wrapper, labeled and marked for your convenience. Sheet sizes: 8½ x 11 and 8½ x 14.



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SUPERIOR SERVICE. Factory-trained, in 125 cities coast to coast. 10-year back-log spare parts in U. S. A. Built in sections with all parts easy to get to.

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tation to Learning," can be had from L. H. Angstadt, director, at 315 Fourth Ave., New York 10.

Home Study on Systems

Home study courses in systems and procedures technique are offered by Office Research Institute, P. O. Box 1303, Miami 43, Fla. Course is based on two publications: "The Technique of Systems & Procedures" and "How to Make a Procedure Manual," by H. John Ross, associate professor in management at the University of Miami's School of Business Administration, and includes lecture notes, proctor's quizzes and assignments on actual case histories. The student will set his own pace and receive a certificate upon completion of course. Details from above address.

Prizes for Photocopying

Peerless Photo Products, Inc., Shoreham, L. I., N. Y., offers prizes for the three best reports on how photocopying techniques are being used in business. The three best entries postmarked not later than Oct. 10, Nov. 10 and Dec. 10, respectively, will be awarded prizes like a Zeiss Contessa or Ikoflex for first place and other fine cameras.

Schulhof Awards

Theodore W. Reinbrecht of Chase Brass & Copper Co., Waterbury, Conn., chairman of the National Office Management Assn. Schulhof Awards Committee, announced that papers must be submitted by March 15, 1954, for the next judging. Eligible are copies of talks by NOMA members before any NOMA chapter. Two winners each will receive a $100 U. S. or Canadian Defense Bond. The Schulhof Awards are sponsored by THE OFFICE Magazine.

MTM Executive Secretary

Richard F. Stoll has been appointed executive secretary of the MTM Assn. for Standards and Research which moved its laboratory facilities from Pittsburgh to the University of Michigan. The association was formed in 1951 to make research studies in the field of work measurement. President Seth Winslow, A. T. Kearney & Co., Chicago, announced that Mr. Stoll, now studying for his doctorate at the university, will supervise the downtown Ann Arbor offices of the association.

Joint Computer Conference

"Information Processing Systems — Reliability and Requirements" is the theme of the computer conference and exhibit to be held at the Statler Hotel, Washington, D. C., Dec. 8-10 Sponsored by the Institute of Radio Engineers, Assn. for Computing Machinery and American Institute of Electrical Engineers, the program will include papers describing the reliability of existing large scale electronic digital computing machines and the reliability requirements for certain necessary applications in the fields of government and business. Inspection trips will permit demonstrations of the topics discussed. A large exhibit area will bring together the products of more manufacturers than has been possible heretofore. Information from L. R. Johnson, 2018 Sycamore Drive, Falls Church, Va.

Boston Business Show

Boston's chapter of National Assn. of Cost Accountants holds its 21st annual business show in the Bradford Hotel, Oct. 20-22. Admission is free.

Temporary Help

Manpower, Inc., the employers' temporary help service, frees a company that uses its services from all details of hiring its own personnel. Manpower, Inc., as the employer, pays its employees their wages, provides a $25,000 bond to its customers, keeps all of the employment records, pays all payroll taxes, workmen's compensation and unemploy-

No snagged hose!
No bruised shins!
with NEW
"STYLINE" STANDS

- **No crossbars to bruise shins**
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- **Offers most leg room**
- **Assembles in less than 3 minutes**

Modern styling offers most leg room... ends complaints, increases employee efficiency. Users everywhere praise its sway-proof construction. Elevator base easily shifts to legs or casters. Other models.

NEW LOW COST "EXPANDO" POSTING TRAY

- **Expandable to 9½"**
- **Holds 1900 sheets, 25 guides**
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Eliminates search time, speeds posting. Designed for modern machine bookkeeping systems. Even pressure keeps records at best posting angle. Sturdy stand to match. Dust-proof hood with lock available.

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ment insurance, and saves the employer the cost of job interviews and advertising for new personnel. The office force of the company works as stenographers, typists, sales girls, stock helpers, business machine operators, wrappers and also works in factories where the operation lends itself to women workers. Men work as truck helpers, car unloaders, factory workers, lumber handlers and general laborers. They will do your work in their own office or in your office. The service is available for from 4 hours to a day, a week, a month or longer—days, nights, Saturdays or Sundays. This firm, perhaps the largest of its kind in the country, has affiliated offices in Boston, Buffalo, Chicago, Cleveland, Cincinnati, St. Louis, Minneapolis, Milwaukee, St. Paul, Pittsburgh, Philadelphia, Newark, New York, Kansas City, Omaha, San Francisco and Tacoma, from which full information can be had —or write Manpower, Inc., 330 W. Kilbourn Ave., Milwaukee 3.

National Conference & Exhibit Calendar

Office Management Div., American Management Assn., Astor Hotel, New York, Oct. 12-14.

Insurance Accountants Assn., Bellevue-Stratford Hotel, Philadelphia, Oct. 14-16.

Systems & Procedures Assn. of America, Sheraton Hotel, Chicago, Oct. 19-21.

American Institute of Accountants, Palmer House, Chicago, Oct. 19-22.

National Assn. of Bank Auditors & Controllers, Roosevelt Hotel, New York, Oct. 19-22.

National Business Show, Grand Central Palace, New York, Oct. 19-24.

Industrial Management Society Time & Motion Clinic, Sheraton Hotel, Chicago, Nov. 4-6.

National Institute of Governmental Purchasing, Netherland Plaza Hotel, Cincinnati, Nov. 8-11.

Joint Computer Conference, Statler Hotel, Washington, D. C., Dec. 8-10.

Labor Saved — 50%, Errors Reduced — 75% With The New

Ayres Payroll Tax Computer

$14.95 complete

CHECK THESE FEATURES

- Never obsolete—if rates change, new charts easily placed.
- Drum of your choice—for weekly, bi-weekly, monthly or semi-monthly payrolls.
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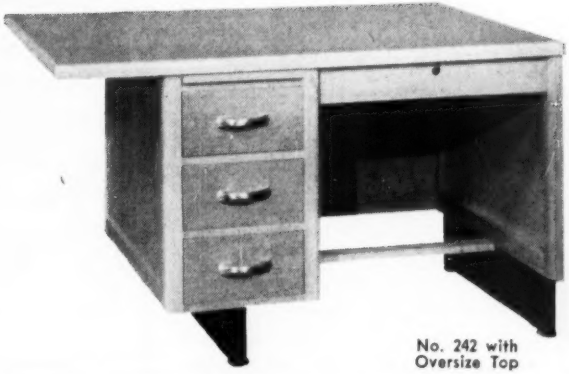

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Sounds like the line we've been looking for. Rush full information.

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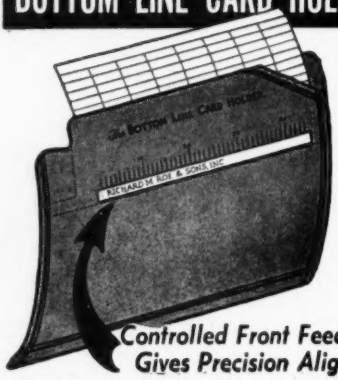
BOTTOM LINE CARD HOLDER



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Posture Chairs For Everybody

(Continued from page 98)

It remained for our office manager to be the first in our organization to suggest that back fatigue might be something to prevent rather than to cure. There were some who wondered where he got his medical degree when he suggested that the chairs in our office might be the culprits; that most of them gave no support to the small of a man's back, in the lumbar region, where fatigue first shows; that most of them compelled the sittee to rest upon the coccyx, or end of his spine, a most uncomfortable situation for extended sitting. We also had seats that compelled a person to slouch forward or lunge backward, one hard on the internal organs and tiring to the neck, the other inconvenient if not impossible to work from and bad on the back.

He persuaded the complaining executive to try a posture chair, and shortly thereafter our first one arrived with a seating specialist to adjust its height, back and arms to the individual who was to occupy it. Not too long after that, its regular user confessed the office manager must be right: his backaches were a thing of the past. While the new posture chair seemed to relieve this one man's discomfort, it also appeared to bring to light a lot more uncomfortable or aching backs among our executive personnel and soon they, too, had new chairs. They are imposing looking and this may have had something to do with the desire of our personnel to have one, but I honestly believe it was more a case of men confessing for the first time that they, too, had aches and pains, now that they found it possible to prevent such conditions.

Clerical and stenographic personnel probably feared they would never enjoy the benefits of this modern seating, simply because it does have an "executive look" about it. But they were most gratified when, upon moving to our new

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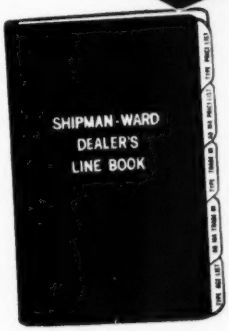
. . . when you depend on
The Office Machine Bible!

NEW SHIPMAN-WARD Office Machine LINE BOOK



Handy pocket-size loose leaf binder with indexed guides . . . a complete, up-to-date, accurate, reliable source of essential information for every auditor, office manager and treasurer for valuation purposes.

- **Office Machine Excise Taxes.**
- **New Typewriter List Prices.**
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- **New Calculator List Prices, Trade-In Allowances and Used Machine Values.**
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...RONEO has it!

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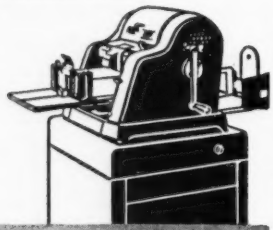

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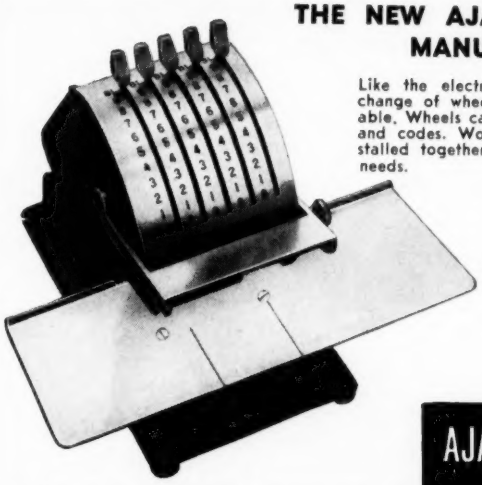
Exclusive U. S. Distributors; Roneo Mimeo Machines
Addo-X Adding Machines — Multo Calculators

quarters, they learned that not only do posture chairs come in a clerical model, but that Philip Morris was going to supply each of them with the kind of chair that had done so much good for their superiors.

If I am asked exactly why we think our new seating was an excellent investment, I answer very much as I have told the story here. First and foremost of the benefits, there can be no doubt, is the improvement in the physical well-being of those who use them, and their sense of wellbeing. Among any employee group, that is important as a major morale factor. Among executives, who themselves are a very expensive investment of any corporation—and can be even more expensive if they do not function at full efficiency—it is the plainest kind of common sense to make it possible for them to exercise their talents at their fullest, without the distraction of discomforts. The cost of an executive's time is not measured solely by the ratio of his salary to someone else's, but also by the cost of the time of all those others whose working efficiency or ineffectiveness is determined by the kind of direction they get from their leadership.

"I get up from my desk at the day's end as refreshed as when I sat down at it in the morning", said one man. That means as much to Philip Morris as it does to the individual. There are other benefits, some of which I know from direct experience or observation and some from the testimony of other members of our organization. I know the new seating is good looking and that it adds prestige to our offices which are, after all, one of the main criteria by which a stranger judges an organization. I know the office is quieter with the new chairs, because their rollers do away with the incessant scuffling, sliding noises usually associated with a big open office. The office manager says that their maintenance cost is low. Those who use the chairs are, to a degree, flattered by the individuality of the chairs—the fact

THE NEW AJAX QUICK-SET MACHINE MANUALLY OPERATED



Like the electric, this machine is designed for rapid change of wheels. It is extremely reliable and dependable. Wheels can be engraved with figures, letters, words and codes. Word rolls—slides or die plates can be installed together with change wheels depending on your needs.

Excellent for carbon copy work and its deep throat makes it possible to print anywhere on a 8½ x 11 sheet.

Locating guides and special platforms for proper registration on all types of business forms — pass books — ledger cards, etc.

SEND FOR COMPLETE CATALOG ON ALL TYPES OF TIMING, DATING AND NUMBERING MACHINES.

AJAX TIME STAMP CO., INC.
MANUFACTURERS
368 BROADWAY
NEW YORK 13, N. Y.

WHY 10,000 SUCCESSFUL BUSINESSES

use

Evans

GATHERING RACKS

8 MODELS. *Shown:* Two DU Racks at $14.00 ea. 7 others—$10.00 to $25.00.

GUARANTEED to produce *quicker* and *more accurate* results than any other collating aid on the market.

- Economy is the answer. Economy in both time and dollars. For collating is done in half the time and at half the cost of obsolete methods.
- 3,500 sheets an hour are easily collated by one unskilled worker; pace maintained without fatigue.
- All aluminum, each section holds 500 sheets at inclined angle. Use racks singly, or two or more together for large gatherings.

***See Your Dealer or Write:* Evans Specialty Co., Inc., 403 N. Munford St., Richmond 20, Va.**

NOW STOCK 3 WEIGHTS OF
Nev-R-Kurl UNIVERSAL
CARBON PAPER

Meet **ALL** requirements of **ALL** typewriters

WHY Stock 34* Carbon Paper Items? WHEN NEV-R-KURL UNIVERSAL

- . . . Can Be Used on Standard, Noiseless and Electric Typewriters
- . . . Cuts Dealer Carbon Paper Inventory
- . . . Slashes Investment in Stock
- . . . Simplifies Purchase for Dealer and Customer
- . . . Saves Customer Office Supply Space

New inking makes NEV-R-KURL UNIVERSAL wear TWICE as long. This all new smudge-proof carbon paper will continue to give clear, legible carbons long after the ordinary paper would have been consigned to the waste basket.

NEV-R-KURL UNIVERSAL will not curl or wrinkle under any conditions—it's plastic backed.

Dealers can increase carbon paper profits, cut their costs and the costs of their customers to make more sales. Let us tell you the rest of the story. Write to:

*Dealer Average

L. A. PHILLIPS, President

Phillips PROCESS CO. 197 MILL ST. ROCHESTER 14, N.Y.

that each is adjusted for its occupant alone and is kept in adjustment by semi-annual visits from a Do-More seating specialist.

There is a final point which, though it may seem minor at first glance, is to my way of thinking a major matter. It has to do with the philosophy of O. Parker McComas, president of Philip Morris, as expressed in the dominant thought pervading all the aspects of our new offices. He believes that "people make the company," and he wanted our new quarters to express a feeling of working together, a visible demonstration of our belief in teamwork. This brought about a layout which emphasized free access to executives, a minimum of private offices, a free flow of light to everyone. Every man is visible to all his fellow workers and to visitors. In such circumstances, the kind of slumping and slouching that a man might indulge in in his own walled-in office, with no harm to anyone or anything but his own comfort and his own back, is really out of place.

The executive whose accessibility is signified by his visibility needs not only to be visible; he needs, also to be visibly alert, comfortable, inspiring. A man at ease, erect and poised in a good posture chair, is a man who sets good tone for those under his direction, those who see him every time they glance up from their work. To me, this is an important contribution that good seating makes to leadership, remote as the connection may seem at first glance.

ADDING MACHINE PARTS
Serving Dealers for 20 Years
Write for Our Catalog
I. A. DEHN, JR.
"The Pioneer Adding Machine Parts Man"
ADDING MACHINE PARTS EXCLUSIVELY
P. O. Box 144, Elmhurst Station,
Oakland 3, Calif.

Accounting Installment System

(Continued from page 102)

from a dealer or from the bank's credit desk, it is investigated and credit is either approved or disapproved. If approved, the "dealer paper" is put into an active file pending receipt of the sales contract, chattel mortgage and/or note. Checks for personal loans are issued upon approval. Discount calculations on notes are made and passed to the clerk who types the spirit master which is then proofread. To the master is attached a blank ledger card of a color which indicates the transaction's control block. The ledger card is put into a Burroughs reducing balance machine which verifies the calculations typed on the master. A set of the forms listed above are attached to the other papers and all go to the duplicator operator. The forms which require a full impression are duplicated first, after which an easily moved blockout pattern is used to prepare the remaining forms.

Alphabetical and numerical cards and reverse of the ledger card are duplicated with the full data typed on the master. This includes a full description of discounts, insurance, other charges, amount of a note, place of customer's employment, home and business telephones, and complete description of any collateral including serial and/or motor numbers. Only the account and control numbers, terms, name and address of customer are duplicated on the face of the ledger card and on the other forms.

Clerks can sort 1,000 returned payment coupons in 15 minutes with the hand sorting needle. Ledger cards may also be punched or notched on the Flexisort punch so that they can be needle sorted by control number, dealer number, maturity date, account number, etc. This allows readily withdrawing any class of accounts from the files when needed.

A-DRESS-R Jr. ONLY $65.00

Plus $3.90 Fed. Tax Slightly higher west of the Rockies.

METAL PLATE ADDRESSING MACHINE

Indestructible heavy portable model. Prints thru a ribbon in black. Most practical of all types. No inking or other preparations necessary. Always ready for instant use. Embossed plates only 5c each—mail orders filled in 48 hours.

A GREAT TIME SAVER in addressing statements, envelopes, (any size), pay checks, time cards, social security forms, tags, labels, etc. Makes carbon copies.

made by

NETTLE MANUFACTURING CO.

27 Huntington Ave. Boston 16, Mass.

Send for circular "E" and 10 day free trial offer.

Don't drop that screw!

Hold it with an H.J.J. Screw-holding Driver

Sizes to handle from #0 to #¼" screws

THE H.J.J. CO.
268 Marlow Drive
OAKLAND 5, CALIF.

NEWS of the Industry

Friden Vice President

Stanley M. Friden

Stanley M. Friden was elected vice president in charge of export sales of Friden Calculating Machine Co., according to Walter S. Johnson, president. The son of the late Carl M. Friden, founder of the company, he has been a member of the board of directors since 1947 and has served as the firm's export sales manager during that time.

Gen. Davis Joins Clary

Brig. Gen. Merle Halsey Davis, who recently retired as Chief of the Industrial Ammunition Branch of Army Ordnance, has been appointed manufacturing and engineering consultant for the expanded production program of Clary Multiplier Corp., Hugh L. Clary, president, announced. Gen. Davis will be occupied with all phases of the company's production operations including business machines and electronic equipment as well as guided missile instruments and ammunition components.

Office Furniture Week

Bernard H. Nemlich, activities director of National Office Furniture Assn., announced a nationwide industry campaign to promote National Office Furniture Week which will be Jan. 17-23, 1954. Plans include business school exhibits with students being addressed by authorities, dealer display contests, sales meetings and contests for dealers' personnel, and distribution of NOFA literature.

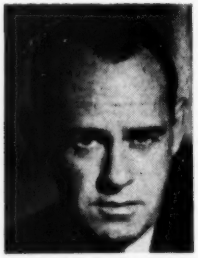
Remington Rand Appointments

A. R. Rumbles, executive vice president, Remington Rand Inc., announced that A. N. Seares is now branch manager of their New York sales office. H. V. Widdoes is vice president and general sales manager. H. L. Maley, formerly

H. V. Widdoes

H. A. Hicks

A. N. Seares



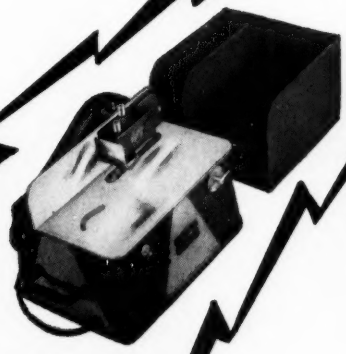
S. H. Ensinger

New York branch manager, is now assistant general sales manager. H. A. Hicks is vice president in charge of wholesale sales and sales services. S. H. Ensinger, as vice president in charge of adver-

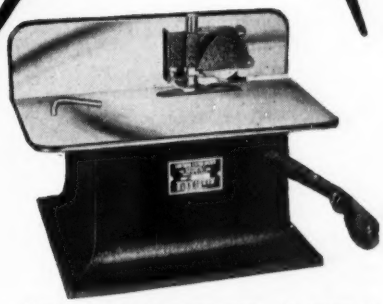
Lightning OFFERS YOU 6 DIFFERENT AUTOMATIC MAIL OPENERS

FOR EVERY TYPE OF BUSINESS

Tell us the volume and type of your incoming mail. We will recommend the *Lightning* automatic mail opener that will precisely fit your particular needs—based on our 40 years experience making letter openers to meet all the needs of every type of business.



Model A-9 is motor-operated. It opens 500 letters a minute, including mail up to a half-inch in thickness. Price $250 including tax.



Model H-2 is hand-operated. It opens 75 letters a minute. Price $65 including tax.

See the latest Lightning Machines at the National Business Show, Grand Central Palace, New York, October 19-24.

Lightning MAIL SEALER

Model K is hand-operated. It automatically seals 100 standard-size envelopes a minute. Price $120 including tax. Also available in a motor-driven model that seals 200 envelopes a minute, at $175 including tax.

Sales and Service Representatives In Principal Cities

THE BIRCHER CO., INC.

Makers of Letter Openers for Over 40 Years

192 MILL STREET

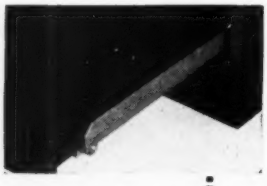
Rochester 14, N. Y.

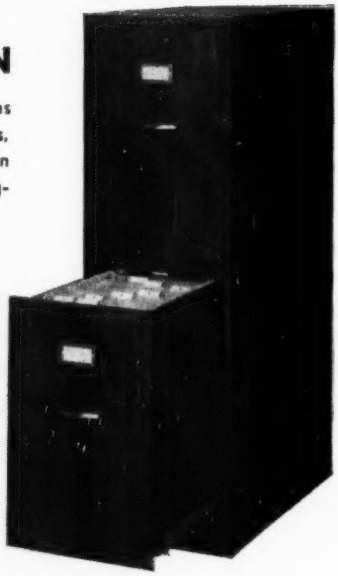
MORE LIGHTNING LETTER OPENERS ARE NOW IN USE THAN ALL OTHER MAKES COMBINED

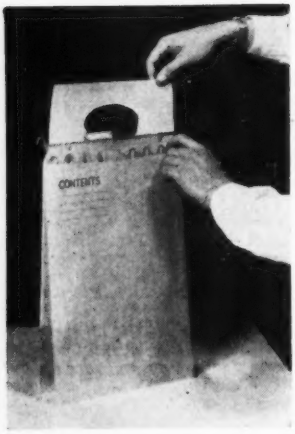
2 NEW FEATURES IN ATLAS VERTICAL FILING

NEW JUMBO with *BOTTOM* DRAWER SUSPENSION

The same sturdy cabinet which has served you so well, has been improved! Now, those drawers filled with offset plates, negatives or stencils, are supported *along the bottom* on ball bearing suspension, eliminating *all* possibility of sagging and binding.







NEW NEGA-PLATE HANGER

Designed especially for users of 10" offset negatives and plates, this new hanger provides the maximum in protection and accessibility. Two heavy-duty envelopes are provided with each hanger—each envelope individually printed for correct identification of plates and negatives. The Nega-Plate Hanger will fit the Atlas Deluxe, Twin Deluxe and Jumbo cabinets. See your dealer or write us for complete specifications and additional information.

ATLAS VERTICAL FILING
FOR STENCILS, OFFSET PLATES & NEGATIVES, X-RAY, ETC.

Atlas Stencil Files Corp., 16728 Westfield Ave., Cleveland 10, Ohio

tising and public relations, has the added responsibility for all sales promotion activities.

Cramer Sales Manager

William J. McCaig

William J. McCaig has joined Cramer Posture Chair Co. as sales manager. Before his Naval service during World War II, Mr. McCaig was general credit manager for Dunlop Tire & Rubber Corp. He returned to Dunlop, after the war, as western sales representative out of Chicago.

McBee Promotes Scriven

James M. Scriven, assistant secretary, McBee Co., was appointed to the newly created post of assistant general manager of the Binder Division, according to Harry McBee, vice president in charge of binder operations. Mr. Scriven's new duties will cover administration, sales and production. He joined McBee in 1927 in the order department and was named head of that operation a year-and-a-half later. In 1939 his duties were expanded to include liaison work between sales and production. In 1943 he was elected assistant secretary, a position he still holds. For the past few years he has also served as director of production planning and director of materials control.

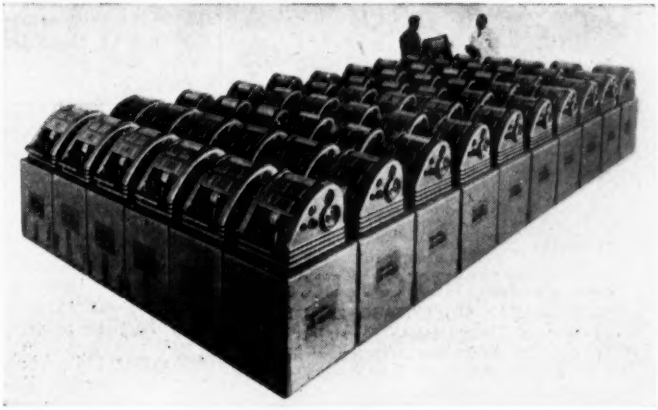
Report on Retailers

National Stationery & Office Equipment Assn. has published a report on 1952 operating results of office supply and equipment dealers which shows that the average dealer netted $10,700 profit after taxes on net sales of $447,000. The report contains figures on a wide range of dealer activities.

Facit Western Manager

Karl Siewert

Appointment of Karl Siewert as resident manager of the newly created west coast office of Facit, Inc., distributor of Swedish-manufactured Facit calculators and Odhner adding machines, was announced by Erik A. Ohlsson, Facit president. The office is at 114 Sansome St., San Francisco. Operations will include distribution and servicing of Facit products in Ariz., Calif.,



Part of a shipment of Geha Duplicators delivered to Milo Harding Co., manufacturers and distributors of duplicating supplies. Geha Duplicators are made in hand and electric models.

FOR GESTETNER MACHINES EXCLUSIVELY

CANODE LEADS AGAIN!

- 15% to 20% more copies per 12-oz. tube
- Clean, sharp work on mimeo bond
- Fast drying — no smear, no offset
- Black and colors with minimum penetration
- Won't pack on distributor bar
- Won't drip from silk screen
- Won't harm stencils or silk screens
- Won't harden on waver rolls or bakelite cylinders
- Special adapter head on tube fits Gestetner ink pump
- Washes off hands with soap and water

Write for name of nearest dealer

INK SPECIALTIES CO., INC.
523 N. HALSTED ST., CHICAGO 22, ILL.
IN CANADA
Carbon Paper Service Bureau
177 King St., West Toronto, Canada

Colo., Idaho, Mont., Nev., N. Mex., Ore., Utah, Wash., Wyom., Alaska and Hawaii. Mr. Siewert is a grandson of W. T. Odhner, designer of the first Odhner calculating machine. He joined the Original-Odhner sales staff in 1928. Assigned to Berlin in 1929, he was named head of the Paris office the following year. From 1932 to 1936 he served as assistant to the president, helping to develop the Odhner export organization, and has since served as export manager.

Joins Bert M. Morris Co.

Robert C. Anderson

Robert C. (Bob) Anderson is the newest member to join the staff of Bert M. Morris Co., according to Alice M. Morris, president. He was formerly an account executive with a local advertising agency and has had vast experience as a radio announcer in Oakland, Calif. and Los Angeles.

Only Indexes by Aigner

G. J. Aigner Co., Chicago, has sold its Sheet Protector and Protective Holder Div. to Chicago Desk Pad Co., same city. This completes the final step in the concentration of Aigner on its index and index tabbing business, inaugurated with the sale of their Desk Pad Dept. to the

WHOLESALER-IMPORTERS

who seek trustworthy representatives to purchase stationery items, paper products, office equipment and supplies in West Germany—who desire to be kept informed of novelties and eventually entrust purchasing authorization—are invited to communicate for further particulars. Write to:

Gunter Calmbach, Stefanienstr. 72, Karlsruhe/Baden, Germany

Bookbinding Kits

for OFFICE or HOME
IN COLORFUL PLASTICS
for LITTLE OVER 1 CENT

You will have colorful, professional looking Plastic Bound Books with either Permanent or Looseleaf style Tauber-Tubes.

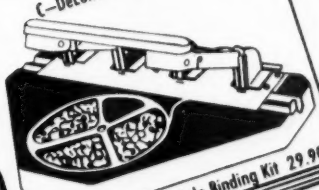
PAGES LIE FLAT • COVERS TURN BACK-TO-BACK

Tauber Plastic Binding Kits are available in four popular models:

A—Economy Two Hole Binding Kit.... $ 9.90
B—DeLuxe Two Hole Binding Kit..... 11.90
C—DeLuxe Three Hole Binding Kit..... 16.90
D—Double Duty Four Hole Binding Kit 29.90

The plastic Tauber-Tubes are available in many colors and sizes. Each kit is equipped with over 150 Tauber-Tubes.

C—DeLuxe Three Hole Binding Kit.... 16.90



D—Double Duty Four Hole Binding Kit 29.90

BIND
ALBUMS
REPORTS
CATALOGS
PAMPHLETS
PRESENTATIONS

SEE THE KITS for yourself at local stationers and photo commercial supply shops. Or write:

TAUBER PLASTICS, Inc.
200-O Hudson St. • New York 13, N. Y. • WOrth 4-5621

PRECISION PRODUCTIONS

TYPE RUBBER PLATENS SPARE PARTS

TYPEWRITER SUNDRIES CO. LTD.
30, NEW BRIDGE STREET, LONDON, E.C.4. CABLES. TYPEBUNDRI. LONDON.

LAST CALL

FORMS CLOSE THIS MONTH

don't overlook

70

different markets!

Your export business can and should contribute substantially to your profits. OFFICE EQUIPMENT EXPORTER 1953 offers an effective, lasting means of developing these profitable markets. As an annual publication, it is retained and consulted through the following year by all the office equipment importers, dealers and specialists in these 70 countries and territories of the free world.

Afghanistan
Alaska
Algiers
Arabia
Australia
Austria
Belgium
Belgian Congo
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Finland
France
French Africa
French Guiana
Germany
Gibraltar
Great Britain
Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indo-China
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Libya
Luxembourg
Madagascar
Madeira Islands
Malaysia
Malta
Morocco
Netherlands
" West Indies
New Zealand
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Rhodesia
Siam
South Sea Islands
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union South Africa
West Indies
Yugoslavia

Good agents and dealers are necessary to sell your products abroad. The advertising pages of OFFICE EQUIPMENT EXPORTER find new ones for you and remind old ones about the advantages of your products. Remember, conditions change drastically over a full year in agent relationships, market demand, tariffs, import licenses and trade policy.

Advertising in OFFICE EQUIPMENT EXPORTER is the one most productive and economical way to keep every available outlet in these countries familiar with your company and merchandise—and ready to take advantage of each new opportunity.

Send now for more information on circulation, moderate advertising rates and what O.E.E. can do for your products.

OFFICE PUBLICATIONS CO.
270 MADISON AVENUE
NEW YORK CITY 16, N. Y.

same company in 1949. Justification for this move has been amply demonstrated in the large increase in the indexing business obtained since 1949. Since Aigner has divested itself of all products not related to indexing, it is possible for their fully staffed Research and Engineering Dept. to devote all their time to developing new and improved indexing aids, systems and manufacturing methods.

Burroughs Promotes Bement

Kenyon T. Bement has been appointed assistant general sales manager of Burroughs Corp., it was announced by Noel L. Mudd, general sales manager. Mr. Bement, who has been manager of the company's Great Lakes Region since 1952, joined Burroughs in Spokane as a junior salesman in 1946. In 1941, he went into the Army and rose to the rank of Lt. Col. Upon his return in 1945, he was appointed senior salesman, and in 1946 became manager of the Spokane branch.

Royal Factory in Holland

Royal Typewriter Co. has opened a factory in Leiden, Holland, to manufacture portable and standard typewriters for export to many world markets. It has also formed a wholly-owned subsidiary, Royal Typewriter Holland, N.V., to operate this unit. The company currently exports its products to 96 foreign countries and, heretofore, its only typewriter factories were at Hartford, Conn. and Montreal, Canada. Selling companies, however, operate in France, Great Britain and Germany.

Friday Returns to CanPro

P. C. Goodrick, president, Canvas Products Corp., Fond du Lac, Wis., named Mitchell W. Friday as advertising manager and assistant sales manager in charge of mail selling. Mr. Friday spent four years with Canvas Products prior to World War II. After five years' Army service, he assumed the po-

VALET RACKS

Outsells Ordinary Costumers because . . . it "Keeps wraps in press"; holds more and will not tip over.

The S-6 Office Valet is your best recommendation for the small office, for it provides 6 spaced coat hangers, 6 ventilated hat shelves and a built-in umbrella stand.

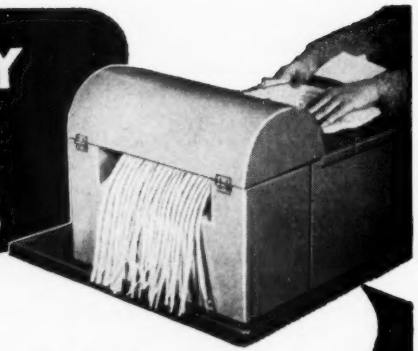
Sturdy welded steel construction—cannot loosen and wobble. Engineered, it will not tip over. Smartly designed and beautifully finished. It has become standard equipment with leading office planners and architects.

Backed by National advertising and abundant dealer sales helps—it is a profitable unit to catalog, stock and display.

WRITE FOR BULLETIN OV-10

VOGEL-PETERSON CO.
1121 West 37th St. • Chicago 9, Ill.

THE EASY WAY TO DESTROY OLD PAPERS



The new "Silver Executive" Paper Shredder destroys confidential papers, obsolete records completely . . . quickly! Machine is typewriter-size, neat, compact and portable—safe and easy to operate. Shreds paper into 1/4" strips . . . makes wonderful packing material.

Write today for complete details and 10-DAY FREE TRIAL.

INDUSTRIAL SHREDDER & CUTTER CO.
103 MILL STREET • SALEM, OHIO

THE English appreciate *best erasers* and *everything* one can do with them. Take the specific case of the elderly English lady who used a Weldon Roberts Taper Tip Eraser as a non-skid ferrule on the end of her umbrella!

Correcting Mistakes In Any Language with Weldon Roberts Erasers has long been a tradition with Englishmen the world-over. Eraser users everywhere are just as smart when it comes to knowing Weldon Roberts world's-best eraser values in quality, uniformity and dependability! *See your dealer now for the Weldon Roberts Erasers best suited to your requirements.*

Weldon Roberts Erasers
Correct Mistakes in Any Language

WELDON ROBERTS RUBBER CO.
365 Sixth Ave., Newark 7, N. J.
World's Foremost Eraser Specialists

JET ERASER ►
Convenient cylindrical stick eraser in attractive, transparent plastic holder. Top unscrews so eraser can be moved outward. Red rubber for pencil erasing, gray rubber for ink. Pocket clip style for general use. Brush whisk style for typists. Refills. Tops for typing, accounting, drafting, professional and student use.

sition of advertising manager and assistant general manager of a truck equipment firm. Since his release from a recent tour of Army service as a recalled public information officer, he spent a year in publicity, sales promotion and advertising for Mercury outboard motors.

Gold Medal to Hamann

The Hamann Automat S, product of Deutsche Telephonwerke & Kabelindustrie AG, Berlin, won a gold medal at the Great Rationalization Exhibition in Dusseldorf, Germany. The citation stated: " . . . because it represents the cheapest fully automatic calculating machine and works by an outstanding principle (pawl drive)." The same type was awarded a gold medal at the International Exhibition of Wels, Austria.

Smith-Corona Representative

J. B. McCormick, vice president, L. C. Smith & Corona Typewriters, Inc., announced the appointment of Louis F. Quinn as home office field representative. Mr. Quinn joined Smith-Corona in 1950 and since then has been manager of the New Haven, Conn., district office. He will make his headquarters in Hartford assisting dealers associated with the Hartford, Providence and Worcester branch offices in promoting the sale of portable typewriters, adding machines and cash registers.

Gray Appointment

Gray Mfg. Co. has appointed William S. Sherman as director of sales operations, it was announced by Walter E. Ditmars, president. Mr. Sherman will be in charge of coordinating the activities of Gray's 600 field salesmen with plant production schedules. He was formerly industrial sales representative.

McBee Area Sales Managers

Four executives of McBee Co. have been promoted to assistant general sales managers in a nationwide reorganization

SAVE ON
Write for Free Catalog
Consolidated Office Supply Co.
711-A S. Dearborn Street
Chicago 5, Ill.
OFFICE SUPPLIES

Burroughs
Select Rough — Rebuilt

• Bookkeeping
• Calculating
• Accounting
• Adding and Billing machines bought, sold, rented, repaired or reconditioned. Write for current prices.
ACME ADDING MACHINE SERVICE & SALES CORP. Since 1927
321 BROADWAY • NEW YORK 7 N. Y.
WO 4-1240 • cable: Hodgmach

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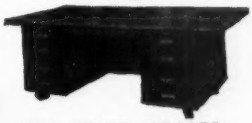
Specify Desks by Imperial

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B192 *Hand-Operated Printing Calculator*

of the company's sales department according to E. H. Gibson, general sales manager. Those named are St. Clair Bromfield Jr., Hartford; E. H. Tunis, Los Angeles; Robert M. Reynolds, Memphis, and A. T. Craft, Columbus, Ohio. Each will assume jurisdiction over a major geographical area, Mr. Gibson said: Mr. Bromfield in the east, Mr. Craft in the mid-west, Mr. Tunis on the west coast and Mr. Reynolds in the south.

Photorapid in Canada

Copy-Craft, Inc., 105 Chambers St., New York, who now distribute Photorapid photocopiers throughout the U. S., are extending distribution to include all of Canada.

Letterex Corp.

Wm. W. Bradford, president, McGregor & Werner, Inc. announced that the Letterex trade mark has been assigned to the Letterex Corp. All inquiries concerning Letterex Manifold Carbon Paper Sets should be addressed to Letterex Corp., 1640 Connecticut Ave., Washington 9, D. C.

NCR Accounting Manager

Owen B. Gardner, formerly in Los Angeles, has been appointed manager of accounting machines sales of National Cash Register Co. to succeed the late C. B. Tompkins. Mr. Gardner joined NCR as a salesman in 1939 and served as manager of sales in Akron, Pittsburgh, and for five years in Chicago. He had been in Los Angeles since last January and will now make his headquarters in Dayton.

Diebold N.Y.C. Manager

W. I. "Bill" Thompson, for the past two years a member of the home office sales staff of Diebold, Inc., was appointed manager of the firm's New York City branch office. Assisting Mr. Thompson will be Mort Raymond.

SoundScriber Appointments

R. W. Davidson, vice president and general sales manager, SoundScriber Corp., announced two appointments. Thomas A. Farrell Jr., former general

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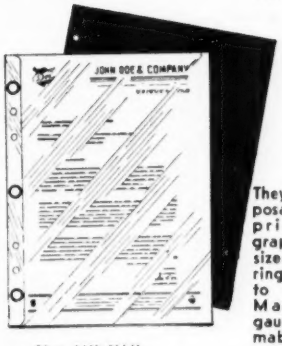

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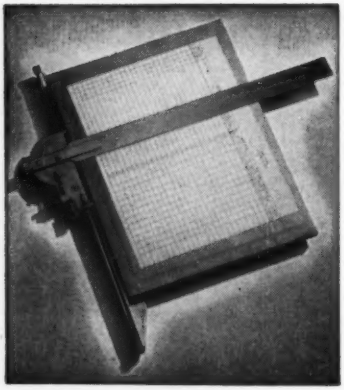

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ROBERT GOELLER VERLAG,
Baden-Baden, Germany

service manager, has been appointed branch manager of the company's subsidiary office in Houston, and Albert W. Hesse succeeds Mr. Farrell as general service manager in the headqurters office at New Haven, Conn.

CCC Buffalo Manager

Commercial Controls Corp. announced a new Buffalo branch office of which Frank J. Gratzer has been appointed manager. His territory includes in New York: Niagara, Erie, Chautauqua, Cataraugus and the western sections of Orleans, Genesee, Wyoming and Allegany counties; in Pennsylvania, Erie, Crawford, Warren, Forest, McKean, Elk, Cameron and Potter counties. In marketing tape-controlled, automatic typewriters, Commercial Controls is expanding its sales and service facilities in this territory.

For Smith-Corona

J. B. McCormick, vice president, L. C. Smith & Corona Typewriters, Inc., announced the appointment of Edward Bello and James M. Liebe as home office field representatives. Mr. Bello will assist dealers in the territories of Minneapolis and St. Paul and Mr. Liebe will work in the Milwaukee branch territory.

Samas in Washington

Charles B. Warry has been appointed manager of the Washington, D. C., branch of Underwood Corporation's Samas punched card division, it was announced by Harold R. Russell, division manager. Branch is in the Underwood Building at 1630 L St., N.W.

Schoettle Promoted

Charles A. H. Thom, president, Gregory Mayer & Thom Co. of Detroit and Lansing, Mich., announced the appointment of J. Walter Schoettle as general sales manager. Mr. Schoettle has been with Gregory Mayer & Thom Co. for over 30 years, serving as manager of their for-

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mer Flint store and, for the last five years, director of sales in Detroit's suburban area.

Victor Managers

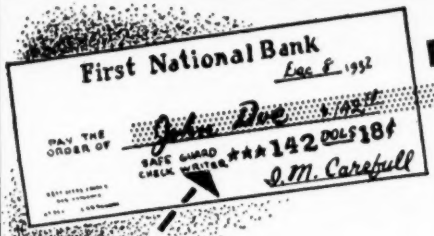
Clyde "Duke" Westland and Francis Dolan of Victor Adding Machine Co. have been given important promotions, according to A. F. Bakewell, vice president and general sales manager, last month. Mr. Westland, who started as a Victor salesman in 1950, becomes district manager for the territory that comprises all of California, Arizona and New Mexico. Mr. Dolan, whose sales background with Victor is equally comprehensive, has been named Memphis branch manager. Charles Arenschield Jr. has joined the Victor sales organization as district manager for the northwest portion of the U. S.

John J. McCormick

John J. McCormick, Smith-Corona Portable Typewriter sales manager, died Aug. 24 after a protracted illness. His passing is sorrowful news to all who knew him. He was an outstanding figure in the typewriter industry and a truly fine friend to all. Mr. McCormick was in the portable typewriter business for more than 40 years, having joined the old Corona Typewriter Co. in 1910 shortly after it was founded. For the past 20 years he was sales manager of the Smith-Corona Portable Typewriter Division.

Ralph U. Reed

Ralph U. Reed, a pioneer in the business machines field, passed away Aug. 14. Though more than 80 years of age and though long ill, he continued active in business almost to his death. For very many years he was general sales manager of the Bircher Co., Rochester, N. Y., manufacturers of Lightning mailroom equipment. In his earlier days he was associated with the sales department of Underwood Typewriter Co.



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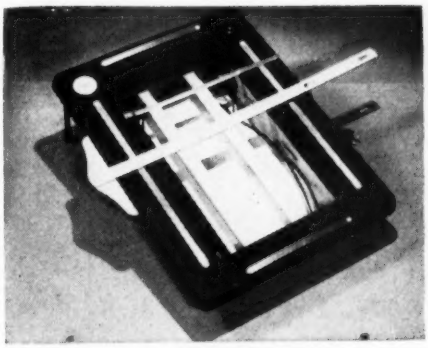

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1. Number of free inspections and emergency calls to be provided.

2. Quantity and name of free parts; state others to be replaced at prevailing prices.

3. Labor charges which are not rendered free under the contract.

4. Travelling charges for repairmen.

5. Performance guarantee. Does manufacturer guarantee continuous operation of the equipment and will he lend equivalent equipment while original machines are under repair?

6. Adjustments to be made to buyer if manufacturer is unable to honor the contract for any reason. For example, what disposition will manufacturer make if user must obtain emergency repairs from another source during a strike of the supplier's service force.

7. Basis of service rates—rates per machine and number of machines under contract.

8. Terms of payment and cancellation clauses.

9. Manufacturer's representatives to be completely covered by accident and compensation laws.

10. Contract renewal. There has been considerable irritation among office managers against the automatic renewal clause when buried in extra fine print at the bottom of contract. If the manufacturer firmly believes in an automatic renewal clause, it should be stated prominently in the contract as a separate point.

If the above ten points are treated firmly, they will go far in establishing a standard service-repair contract which will improve one of the most critical buyer-seller relationships.

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		YES	NO
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2	Have you investigated lately to see whether certain rewritings can be eliminated?	☐	☐
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5	Are these same addresses again rewritten on your tags and labels?	☐	☐
6	Are your invoices written separately from your shipping orders?	☐	☐
7	When a partial shipment is made do you write a new shipping order to cover items back-ordered?	☐	☐
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		YES	NO
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